

Drivalia opens the iconic CarCloud to businesses and launches the new Summer Promo e-Subscription

- From today, companies will also be able to access CarCloud, Drivalia's flexible "subscription" plan that is one of the best-selling monthly subscriptions in Italy.
- The new Summer Promo e-Subscription, created to encourage the adoption of electric mobility plans even during the summer period, will also be active for the CarCloud and Be Free Evo subscriptions from April 10 to September 10.

Turin, April 29, 2024

Drivalia, a car rental and mobility company of the CA Auto Bank Group, **announces the opening to the corporate world of the iconic CarCloud**, the first rental car subscription service in Italy, previously reserved for individuals and professionals. Starting today, companies can also benefit from the wide range of vehicles available on a monthly subscription basis with CarCloud, a plan that has already attracted **over 40,000 users in Italy**.

The initiative is in line with recent developments in the mobility market. By 2025, **over €22 billion in new annual car financing** is expected to shift to the **vehicle subscription market** in the top 5 European markets (France, Germany, Italy, Spain and the UK), driven mainly by corporate demand.¹

By opening CarCloud to Italian companies, Drivalia makes **the benefits of subscription mobility** available to a wider audience, without the hassles associated with car ownership. Available online (as well as at Drivalia Mobility Stores) and renewable for up to 12 months, CarCloud is the first car subscription plan in Italy. The service, with no time limits or penalties, allows the use of different cars depending on the situation: a flexible and advantageous solution, ideal also for trying out the new electric vehicles "worry-free".

In parallel, Drivalia is launching the **new Summer Promo e-Subscription** for the **CarCloud and Be Free Evo subscriptions**. Active **from April 10 to September 10**, the promo reflects Drivalia's focus on responsible and environmentally friendly mobility, by providing promoting **flexible and cost-effective solutions**.

The initiative applies to the range of all-electric models available with monthly subscriptions, offering incentives to register (the subscription fee is discounted by 30%) and guaranteeing unlimited mileage forever on the chosen vehicles. The models available with CarCloud include the **XEV YoYo, Fiat 500e, MG4 Electric, Peugeot 2008e, Aiways U5, MG Marvel R Electric and Tesla Model Y**.

With the second subscription rental plan, **Be Free Evo**, it will be possible to get behind the wheel of the **Tesla Model Y, Opel Corsa Electric or Fiat 500e**. Through the use of a credit card, Be Free Evo offers access to a subscription program with no down payment, a fixed payment for 24 months, and the ability to cancel the contract at any time without penalty.

¹ Source: Monitor Deloitte - Subscription Decoded ([link](#)).

Drivalia

Drivalia, a rental, leasing and mobility company of the CA Auto Bank group, provides a full range of mobility solutions, from electric car sharing to innovative car subscriptions and rentals of all durations. Drivalia deals with all-round mobility, offering innovative mobility plans that combine flexibility, a digital experience, an on-demand approach, and sustainability. In June 2019, the Company launched the Mobility Store network, physical outlets where customers can have access to all its mobility services. With the opening of the first fully electrified Mobility Store at Torino Caselle airport in 2020, followed by many others, Drivalia has become a leading operator in sustainable mobility. In fact, thanks to the more than 1,600 charging stations installed at all its stores to date, the Company has the largest private electrified network in Italy. The electrification process will proceed in all the European countries where Drivalia operates also in 2024.

For more information:

www.ca-autobank.com

www.drivalia.com