



EBRO

CA Auto Bank and EBRO sign strategic agreement to drive growth in the Spanish automotive market

Barcelona, December 19, 2024

CA Auto Bank (Crédit Agricole Group), a leading bank in the mobility sector, and EBRO, a Spanish automotive brand with 70 years of history, have signed a strategic agreement to bolster the relaunch of the brand and enhance its market positioning. This partnership will enable EBRO to confidently embrace its new phase and deliver multiple benefits to the company, dealers, and end customers

The agreement is built on three key pillars, each tailored to provide specific benefits. CA Auto Bank will finance the import of SUV EBRO components, provide lines of credit to dealers, and make available a comprehensive range of financing and leasing solutions and mobility services, to ensure that end customers can easily access EBRO's models.

Thus, EBRO secures the financial support required to import components for vehicles assembled at its iconic production plant in the Barcelona Free Zone. This collaboration underscores the shared commitment of EBRO and CA Auto Bank to the revitalization of the Spanish automotive sector.

Additionally, the agreement facilitates the acquisition of stock for EBRO's new models by its dealer network, further strengthening the brand's commercial presence in the market.

Last but not least, end customers will also benefit from the union between the two companies. They will be able to access competitive and attractive financing and leasing plans through Drivalia (CA Auto Bank Group's rental, leasing and mobility company) that will allow them to buy or use EBRO models with flexible, transparent and affordable payment options tailored to their needs.

Pedro Calef, CEO of EBRO Motors and President of EBRO SUV, explains that *"this agreement marks a turning point in the relaunch of the EBRO brand. It allows us to operate with a solid financial structure accessible for all our partners, from dealers to end customers, and gives a large impetus to our growth strategy"*.

Juan Manuel Pino Dronet, Country Manager of CA Autobank and President of Drivalia España, says, *"We are very pleased to actively collaborate in the relaunch of EBRO, a Spanish story we wanted to be part of. Together, as partners, we will achieve great commercial success by leveraging our expertise as brand financiers in the delivery of financial and mobility services for EBRO and its customers"*.



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PRESS RELEASE

CA Auto Bank S.p.A.

CA Auto Bank is a universal bank, wholly owned by Crédit Agricole Personal Finance & Mobility, which operates as an independent and multi-brand player in the vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 18 European countries (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 2,600 employees.

For more information:

www.ca-autobank.com

EBRO SUV, S.L

EBRO is an automotive company specializing in the design, production, and marketing of sustainable vehicles. The company is committed to the manufacture in Spain of models that run on clean energy as an essential element of our society's progress toward more sustainable mobility and a greener economy. The company takes its name from the iconic EBRO brand, founded in 1954 and renowned for producing off-road vehicles, vans, trucks, and tractors. Manufacturing takes place at the storied Free Zone plant in Barcelona, now known as EBRO FACTORY, as well as at the Montcada i Reixach plant, which focuses on molding and welding metal parts.

EV Motors

EV MOTORS is a Spanish industrial company dedicated to the design, manufacture, and marketing of vehicles and the development of sustainable mobility systems, with the goal of contributing to the decarbonization of the automotive sector. The company is the parent organization of EBRO.