

## Drivalia launches Be Free 6x6, the first subscription rental renewable every 6 months

- **A flexible and transparent plan that allows the subscription to be renewed or discontinued every six months, without restrictions, for up to 36 months.**
- **Fully digital access to the service, with vehicle pickup in as little as 15 days at participating Drivalia Mobility Stores.**

Turin, April 16, 2025

Freedom means having a choice—on the road and in life. **Drivalia introduces Be Free 6x6**, the innovative **medium-term subscription rental** service designed to deliver a simple, flexible mobility experience. A unicum in the Italian market, Be Free 6x6 **enables you to drive a vehicle from the Drivalia fleet for six months**, with the **option to renew every six months for up to 36 months**—or to discontinue the subscription every six months, with no penalties. It's a smart solution inspired by the principles of the circular economy, ideal for those who view mobility as a service, not a burden.

Designed for companies, professionals, and individuals seeking a dynamic alternative to traditional rentals, Be Free 6x6 is fully accessible online. With just a few clicks, you can select your vehicle and start driving. Simply purchase a subscription voucher on Amazon, the Drivalia website, or the Drivalia app, and redeem it on the Be Free 6x6 website. Once activated, you'll be able to book your vehicle and pick it up after 15 days at one of the participating Drivalia Mobility Stores.

Customers can choose from a selection of vehicles that combine performance and design, all equipped with dual-fuel engines (LPG and petrol). Options include the **Alfa Romeo Tonale Hybrid**, offering high performance, efficiency, and hybrid technology; the **Alfa Romeo Stelvio Diesel**, known for its advanced features and smooth, powerful drive; the **Jeep Compass PHEV**, a plug-in hybrid that balances low emissions with strong performance; and the **DR 6.0**, a versatile SUV offering dynamic driving and generous space.

Be Free 6x6 offers a host of benefits intended for maximum flexibility and transparency. In addition to the ability to renew or cancel the subscription every six months, the plan includes 1,500 km per month (with a possible extension to 3,000 km), and free roadside assistance in case of breakdown or accident. For those seeking a more tailored solution, additional services are also available.

*"With Be Free 6x6, Drivalia confirms its position as a pace setter and innovator in the mobility sector", said **Paolo Manfredi, CEO of Drivalia**. "This is a flexible, forward-thinking product aligned with the values of the circular economy. We put users at the center, delivering a simple, transparent experience that adapts to the real needs of those who move every day—whether for work or passion".*

**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 also in sustainable mobility. In fact, thanks to the more than 1,800 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 2025. For more information:*

[www.ca-autobank.com](http://www.ca-autobank.com)

[www.drivalia.com](http://www.drivalia.com)