



CA Auto Bank and Drivalia silver sponsors of Automotive Dealer Day - House of Mobility

- The two companies will be present from May 13 to 15, at stands 16 and 17 in Hall 11, as silver sponsors of the event.
- Management representatives from both companies will take part in a workshop on Wednesday, May 14, moderated by journalist Massimo De Donato, focusing on the crucial role of emerging brands, digital innovation, and artificial intelligence in shaping the future of mobility

Verona, May 13, 2025

CA Auto Bank, the Mobility bank for a better planet, and **Drivalia**, the Group's rental and mobility company, are taking part in the 2025 edition of **Automotive Dealer Day - House of Mobility**, one of the most important B2B gatherings dedicated to industry professionals.

The event will be held from **May 13 to 15** at Veronafiere, where both companies will attend as **silver sponsors**. In a special year, marking its centennial, CA Auto Bank will welcome visitors at **stands 16 and 17 in Hall 11** to showcase its financial solutions. Drivalia will join to present its range of mobility services aimed at making access to zero- and low-emission vehicles more affordable and widely available.

A key highlight of the event will be a workshop titled "**A century of mobility for all: between digital, AI, and emerging brands**", taking place on **Wednesday, May 14**, from 2:00 to 3:00 p.m. in the Purple Room. Moderated by **journalist Massimo De Donato**, the session will explore the evolution of the mobility sector, starting with CA Auto Bank's 100-year journey, and delve into the growing influence of emerging brands, digital innovation, and artificial intelligence.

Panel speakers will include **Marcella Merli**, Country Manager of CA Auto Bank Italy; **Paolo Manfredi**, CEO of Drivalia; **Laura Gastaldo**, Customer Experience Manager at CA Auto Bank; and **Alberto Conrotto**, Digital Manager at CA Auto Bank. Guest speakers will also feature **Alessandro Grosso**, Country Manager for BYD & DENZA Italy, and **Andrea Campello**, founder of Campello Motors.



PRESS RELEASE

CA Auto Bank S.p.A.

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

Through **Drivalia**, the group's rental and mobility company, the Bank offers a full range of mobility solutions, from electric car sharing to innovative car subscriptions, including rentals of all durations. Drivalia deals with all aspects of mobility, offering innovative mobility plans that combine flexibility, digital use, an on-demand approach and sustainability. In June 2019, the company inaugurated the Mobility Store network, physical sales outlets where customers can access all the mobility services offered by the company. With the launch of the first fully electrified Mobility Store at Turin Caselle airport in 2020, followed by many others, Drivalia has become a pace setter also in sustainable mobility, with over 1,900 charging points installed at all its Stores to date, making it the largest private electrified network in Italy. During the course of 2025, the electrification project will also continue in the European countries in which Drivalia operates.

For more information:

www.ca-autobank.com

www.drivalia.com