

**The 4th Digital Factory call for startups is now open,
promoted by CA Auto Bank and I3P:
driving the future of mobility through AI and sustainability.**

- CA Auto Bank and I3P (the Innovative Companies Incubator of Politecnico di Torino) are seeking startups with innovative solutions in the fields of mobility and finance.
- The call is open to startups and companies offering cutting-edge solutions for vehicle financing, rental, and mobility services.
- Selected companies will have the opportunity to collaborate with CA Auto Bank and Drivalia to develop a pilot project (Proof of Concept) and gain access to I3P's incubation program.
- Candidate submissions are accepted until August 6, 2025.

Turin, June 12, 2025

Accelerating the evolution of the mobility of the future by leveraging artificial intelligence and sustainability. This is the goal behind the **4th edition of the Digital Factory call for startups**, a platform promoted by **Crédit Agricole Auto Bank** Group, the mobility bank controlled by CA Personal Finance & Mobility, and **I3P**, the Innovative Companies Incubator of Politecnico di Torino.

Presented at **VivaTech**, Europe's largest event dedicated to startups (held June 11-14 in Paris) where I3P is an ecosystem partner, the new call is titled "**The Future of Automotive Finance: AI, Integration and Sustainability**". The call targets innovative startups and companies from across Europe ready to propose cutting-edge solutions for the mobility and vehicle finance sectors. This year's edition places **special emphasis on Italy, France and Spain** - countries where CA Auto Bank Group plans to deepen its innovation commitment and market presence.

Selected participants will have the opportunity to collaborate directly with CA Auto Bank and Drivalia, the Group's rental and mobility company, to **develop a Proof-of-Concept (PoC)**, a pilot project that can potentially pave the way for a business relationship with the Group. Younger startups will additionally gain access to **I3P's incubation track**, receiving strategic mentoring, training and valuable network connections.

The Digital Factory platform identifies innovative solutions and technologies to drive digital transformation for CA Auto Bank and Drivalia, speeding up their internal innovation processes. **The initiative has proven successful, with over 150 proposals received in 2024 and 6 startups selected** to develop their innovative solutions. This project forms part of **Start&Pulse**, Crédit Agricole Personal Finance & Mobility's European program dedicated to startups and innovation.

*"Innovation has always been part of CA Auto Bank Group's DNA. We firmly believe that startups – thanks to their disruptive energy and rapid development – are essential for anticipating the challenges of future mobility," said **Giacomo Carelli, CEO and General Manager of CA Auto Bank**. "The launch of the new Digital Factory call, made possible also through the valuable collaboration with I3P, will allow us to integrate the most promising ideas and strengthen our leadership in an ever-evolving sector".*

*"This new initiative continues the successful, long-standing collaboration between the Politecnico di Torino's incubator and CA Auto Bank Group – creating value for all stakeholders", commented **Giuseppe Scellato, President of I3P**. "It serves both the international bank's need for cutting-edge technological solutions and the innovative startups we work with daily to develop their potential. Drawing*

on our 25+ years of experience in innovation, we stand ready to identify and support the most promising talents throughout this journey”.

Key areas

The new call, available on the [Digital Factory](#) website, is aimed at startups and innovative companies with cutting-edge solutions in key areas such as:

- Conversational AI and chatbots,
- Advanced cybersecurity,
- Integration of sustainability principles in ESG,
- Mobility and vehicle fleet management,
- Optimization of operational processes,
- Document management and processing,
- Dynamic pricing systems for the rental industry,
- Legal management and regulatory compliance,
- Improvement of corporate welfare.

How to participate

Submissions of innovative projects must be submitted by Wednesday, August 6, 2025 through the Digital Factory website. Evaluation and selection of projects will take place by the end of September, and meetings with selected companies will begin in October. Participation is free and documents can be submitted in Italian or English.

Info and contacts

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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.

For more information: www.ca-autobank.com

I3P - Incubatore del Politecnico di Torino S.c.p.a.

The Innovative Companies Incubator of Politecnico di Torino (I3P) supports the creation and development of innovative, technology-driven startups with high growth potential, founded by university researchers, students, and external entrepreneurs, providing such services as strategic consulting, coaching, mentoring, fundraising assistance, and dedicated workspaces. Established in 1999 as a joint-stock company, I3P is owned by Politecnico di Torino along with key regional stakeholders including Fondazione LINKS, the Turin Chamber of Commerce, Finpiemonte, the Metropolitan City of Turin, and Fondazione Piemonte Innova.



At the core of I3P's mission is strengthening the entrepreneurship ecosystem to generate economic growth and employment within innovative industrial sectors. The incubator achieves this through strategic collaborations with research institutions, higher education organizations, technology transfer services, innovation financing entities, and international market development partners.

For more information: www.i3p.it