

ArtElectric: Drivalia and the Reggia di Venaria renew their partnership for a future of sustainable mobility and culture

- The agreement between the CA Auto Bank group's mobility company and the Royal Residence, a UNESCO World Heritage site, strengthens the promotion of sustainable tourism and mobility.
- The "ArtElectric" project continues with charging stations, electric car sharing, and zero-emission vehicles available at the Reggia.
- Free admission tickets for customers renting an electric or plug-in hybrid vehicle with Drivalia and reduced rates for E+Share Drivalia car-sharing subscribers.

Turin, July 16th, 2025

Increasingly sustainable tourism at the crossroad of culture and mobility. This is the essence of the renewed strategic alliance between **Drivalia**, the mobility and rental company of the CA Auto Bank Group, and the **Consortium of the Royal Residences of the House of Savoy – La Venaria Reale**, the organization that manages the Reggia di Venaria, the architectural and landscape jewel on the outskirts of Turin and a UNESCO World Heritage site.

The agreement gives fresh impetus to the **"ArtElectric" project**, which aims to make the visitor experience at the Reggia di Venaria more sustainable and responsible. It encourages the use of zero and low-emission vehicles, as well as electric car-sharing solutions, for an environmentally respectful and enriching visit.

Drivalia's commitment to green mobility is reflected in the installation of **four charging stations in Parking Lot A of the Reggia**, available to both visitors and employees. Each station is equipped with two 22 kWh connectors, delivering a total power output 176 kWh, enhancing services for electric vehicle users. Additionally, two zero-emission cars – a Fiat 500 BEV and an MG 4 Electric – will be made available for use by the Consortium.

The connection between Turin and the Reggia remains central the partnership, as reaffirmed by the continued availability of **the 100% electric E+Share Drivalia car-sharing service**. To promote an integrated and sustainable visitor experience, a range of exclusive benefits is offered. Visitors to La Venaria Reale will be able to enjoy special discounts on subscriptions to the service while Drivalia car sharing customers will be entitled to receive discounts on all types of admission tickets to the Reggia.

Customers who **rent a Drivalia electric or plug-in hybrid car will receive a complimentary "Tutto in una Reggia" ticket**.

The renewed partnership between Drivalia and La Venaria Reale combines the care of cultural heritage and sustainable mobility within the framework of the "ArtElectric" project. This initiative - part of the CA Auto Bank Group's Corporate Social Responsibility strategy and the mission of the Consortium of the Royal Residences of the House of Savoy to foster a sustainable cultural offering - promotes better informed and more accessible tourism through innovative mobility

solutions. This collaboration stands as a virtuous example of how innovation and culture can generate shared value for a more sustainable future.

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 1,900 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

www.drivalia.com

Consortium of the Royal Residences of the House of Savoy – La Venaria Reale

The Consortium of the Royal Residences of the House of Savoy, which directly manages the La Venaria Reale complex—including the Reggia, the Gardens, and the Castello della Mandria—is composed of the Ministry of Culture, the Piedmont Region, the City of Venaria Reale, the Compagnia di San Paolo Foundation, and the 1563 Foundation for Art and Culture. Established as a legal entity under Articles 112 and 115 of the Cultural Heritage Code, the Consortium grants managerial autonomy to La Venaria Reale and is dedicated to enhancing the entire system of the Royal Residences of the House of Savoy through coordinated actions for their protection, conservation, and care.

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