



CA Auto Bank tests the MyPrice platform by Air - Connected Mobility through Digital Factory

- **Following its submission to the open innovation platform launched with the I3P incubator, the young Milanese company has been selected for a Proof-of-Concept with the digital bank.**

Turin, July 24, 2025

Following the launch of Digital Factory—the open innovation platform created in collaboration with I3P, the **Innovative Companies Incubator of Politecnico di Torino**— **CA Auto Bank Group** has selected **six technology projects** from the first 150 submitted on the initiative's website. These projects will take part in a **joint experimentation phase** through the implementation of field-based **Proofs of Concept (PoC)**, aimed at testing and validating the best innovative solutions entered within each relevant thematic cluster.

In the **Remarketing (Drivalia Future)** area, the project proposed by **Air - Connected Mobility**, a young Milan-based company founded in 2014, was selected. Having completed its incubation at I3P, the company—along with its sister subsidiary Fit2You Broker—is part of the Valandro Group, an insurance agency specializing in the automotive sector with over 50 years of experience and operating as the Italian representative of the AXA Group. Within this dynamic ecosystem, Air develops **mobilittech solutions** by analyzing and processing mobility data to enable connected and totally safe driving, supported by satellite tracking services that ensure **constant vehicle monitoring**.

The project submitted to Digital Factory was **MyPrice**, a platform designed to support companies in the **analysis of the pricing process for remarketing operations** by drawing on various market indicators. MyPrice is built on the principle that **all relevant data should be consolidated on a single platform**, where it can be viewed and analyzed effectively, so as to **streamline and expedite the decision-making process** through recommended actions based on cross-referenced data.

“This opportunity has allowed Air to showcase the potential of the MyPrice tool. By digitalizing the processes of vehicle pricing, allocation, and distribution, our solution significantly reduces the margin of error and increases profitability”, said Igor Valandro, Co-Founder & CEO of Air - Connected Mobility. “We are grateful to CA Auto Bank and I3P for enabling us to test our solution in a real-world setting through Digital Factory. We’re confident this marks the beginning of a valuable strategic partnership for both sides”.

“In Air’s project proposal and its MyPrice platform, we saw a valuable opportunity to collaborate with a team of innovators specializing in digital transformation within the mobility sector”, said Franco Oltolini, Head of Remarketing & Drivalia Future. “We recognize strong potential in the

technology developed by this company, which we are currently evaluating and testing within our international operations. Just as importantly, we share core values—safety, efficiency, and environmental responsibility—pursued through the smart application of cutting-edge technology”.

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 rental, leasing and mobility company of the group, the Bank 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