



VivaTech: CA Auto Bank presents the new Digital Factory call for startups

- The initiative, titled “Empowering motion: the intelligent mobility era”, aims to identify startups and technological partners to redefine automotive finance and smart mobility.
- Funding is available for the development of on-field Proof-of-Concepts.
- Applications are open until December 31, 2026.

Turin, June 18, 2026

The **CA Auto Bank Group** renews its commitment to open innovation by launching a new call for startups through the **Digital Factory**, the platform promoted by the Bank in collaboration with **I3P**, the Innovative Business Incubator of the Politecnico di Torino.

The new call, titled “**Empowering motion: the intelligent mobility era**”, was presented in Paris at **VivaTech**, Europe's largest startup event (scheduled from June 17 to 20), at the Crédit Agricole stand. Now in its **5th edition**, the initiative was created with the objective of selecting cutting-edge startups and technological partners to co-build the future of **automotive finance and smart mobility**.

The best selected proposals will have the opportunity to secure dedicated resources to develop a practical trial phase (**Proof-of-Concept**), validating their use case on the field. Participants will also be able to negotiate a bilateral collaboration agreement with CA Auto Bank, aimed at both testing and the eventual acquisition or commercial integration of the proposed solution.

The previous edition achieved a highly positive response: in 2025, **over 250 applications were collected, and 11 international startups were selected** to develop their projects.

Technological Macro-Areas of Interest

The call is open to innovation solutions and proposals focused on five key macro-areas:

- **AI & Digitalization:** Process automation, AI agents, backlog elimination, document digitization, process mining, and cybersecurity.
- **Banking:** Data access in natural language (no-code), predictive models and AI for credit management, financial KPIs, and data quality.
- **Mobility:** Dynamic pricing, market trend analysis, computer vision for vehicle damage assessment, and predictive fleet maintenance.
- **Sustainability:** AI for estimating missing ESG data (e.g., CO2 emissions), B2B environmental reporting for fleets, and solutions to accelerate the electric transition.
- **People:** Tools for employee well-being and operational efficiency, including internal communication tools, innovative training methodologies, and corporate wellbeing.

Participation in the initiative is completely free of charge. Interested startups and technological partners can submit their applications through the Digital Factory web portal no later than **Thursday, December 31, 2026, at 23:59**.



PRESS RELEASE

This year, the search targets a well-defined audience: the entry requirement stipulates that candidates must be already incorporated companies that show active turnover or have at least one functioning and validated prototype.

The selection process includes an initial preliminary analysis of the collected proposals by the Digital Factory team, followed by a technical evaluation to verify their level of maturity and actual applicability. Candidates with projects of the highest strategic relevance will then be contacted to co-define a business case to be presented to the top management of CA Auto Bank.

For further information on the call and to submit your project, visit the official [Digital Factory website](#).

CA Auto Bank S.p.A.

CA Auto Bank is a universal bank, wholly owned by Crédit Agricole Personal Finance & Mobility, which operates as an independent and multi-brand player in vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 19 European countries (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 2,600 employees.

For more information:

www.ca-autobank.com