

## Drivalia launches new CarCloud subscription dedicated to BYD

- The CA Auto Bank Group's company is expanding its iconic monthly car subscription offering with BYD Seal U DM-i plug-in hybrid, the Asian giant's powerful plug-in hybrid SUV.
- Renewable monthly, with no restrictions or penalties, CarCloud is activated through a voucher that can be purchased online or at Drivalia Mobility Stores.

*Turin, November 19, 2024*

**Drivalia**, the rental and mobility company of the CA Auto Bank Group, announces the launch of its new CarCloud subscription for the BYD Seal U DM-i plug-in hybrid. This offering allows users to experience the Asian automaker's SUV without the constraints of ownership. The launch further expands Drivalia's iconic monthly car subscription, which has already attracted **over 45,000 users in Italy**, contributing to the growing subscription economy.

Designed for private customers, freelancers, and businesses, the CarCloud BYD Seal U DM-i can be **renewed monthly for up to one year**, with a minimum term of 30 days. After this period, the subscription can be  **canceled at any time without penalty**. Drivalia's subscription model offers an ideal solution to drive BYD's cutting-edge plug-in hybrid SUV without the obligations related to the purchase and operation of the vehicle. The BYD Seal U DM-i offers futuristic features, making it perfect for families. It combines a high-performance electric motor and a large-capacity battery, with a range of up to 1,080 kilometers.

To subscribe, customers simply need to purchase a €299 **voucher** and convert it on the CarCloud website. After activation, users can book the vehicle, pick it up, or exchange it with a 48-hour notice at any of the participating Drivalia Mobility Stores located in Milan, Naples, Rome, and Turin.

The monthly subscription fee of €749 covers up to **1,500 kilometers per month** and includes **all essential services for a worry-free driving experience**. This includes third-party liability insurance, Kasko and theft coverage, as well as routine and non-routine maintenance. Additionally, subscribers can opt for a range of services, including a second driver and additional mileage at competitive prices. The fee also includes **24 hours of E+Share Drivalia car sharing per month**, valid for the first three months in Rome, Milan, Turin, and Lyon.

The CarCloud BYD Seal U DM-i plug-in hybrid caters to the growing demand for alternatives to traditional vehicle purchases, particularly rental and leasing, which offer flexible, convenient, and affordable access to the latest and most innovative models. Just like the BYD hybrid SUV itself, which combines energy efficiency and fuel economy with rapid acceleration and a quiet, smooth ride.

*\*Source: Simon-Kucher - Global Automotive Study 2024 ([link](#)).*



PRESS RELEASE

#### **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 1,600 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 2024. For more information:*

[www.ca-autobank.com](http://www.ca-autobank.com)

[www.drivalia.com](http://www.drivalia.com)

#### **BYD**

*BYD is a high-tech multinational company that aims to harness innovation to improve the quality of life. Founded in 1995 as a rechargeable battery manufacturer, today the company is active in a variety of industries, including automotive, rail transportation, renewable energy and electronics, with more than 30 industrial parks spread across China, the United States, Canada, Japan, Brazil, Hungary and India. From energy production and storage to its applications, BYD is dedicated to providing zero-emission energy solutions to reduce global dependence on fossil fuels. With its line of energy vehicles, the company is present in 90 countries and regions, covering more than 400 cities on six continents. Listed on the Hong Kong and Shenzhen stock exchanges, BYD is one of the companies included in the Fortune Global 500 list, recognized for its innovations in an increasingly green world.*

<https://www.byd.com/it>