

Car subscription comes to Amazon with Drivalia CarCloud also in Spain

- **Drivalia CarCloud is the car subscription system that provides a flexible alternative for the mobility of users through a fixed monthly payment that includes all vehicle costs.**
- **For the sale of the subscription on Amazon, Drivalia in Spain offers three voucher options, depending on the customer's needs: City, Country Plus and Adventure.**
- **In line with the company's commitment to Innovation and Digitalisation, the subscription purchase process is 100% digital.**

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Drivalia, part of the Crédit Agricole Auto Bank group, which offers new flexible alternatives for the mobility of users of all durations through its Mobility Planet, continues its growth in the digital world. The subscription-based car, Drivalia CarCloud, will also be available in Spain for purchase through Amazon.

From this channel, the user can access, for a fee of €99, a subscription that gives access to vehicles in the different categories offered. To reinforce this commitment with the e-commerce giant, Drivalia offers three categories: Drivalia CarCloud City, for a Fiat 500 or Fiat Panda; Drivalia CarCloud Country Plus, for a DR5 or Opel Mokka; and Drivalia CarCloud Adventure, for access to a Ford Kuga or Nissan Qashqai.

The contracting method is very simple and completely digital. The user makes their purchase through the market place after which they will receive a code in their email, which they must enter to activate the subscription on the Drivalia website, where they can also find the complete list of Mobility Stores where they can pick up the contracted vehicle.

In this way, the company reaffirms its commitment to Innovation and Digitalisation, as already stated in its Sustainability Plan 2024-2026, and facilitates access to its new formulas by introducing its solutions in the usual sales channels for users.

What is the car subscription and why choose it?

CarCloud is Drivalia's flexible monthly rental service. With CarCloud you can enjoy the freedom of having a car for as long as you want, with no permanence, up to 12 months. And if your needs change, CarCloud offers you the possibility to change vehicle or even pause the subscription if you temporarily no longer need it. With the peace of mind that all maintenance, insurance and tax costs are included.

After the success of both the subscription and the sales channel in Italy, where they have already achieved 45,000 subscriptions since its launch, the arrival in Spain brings with it a great responsibility. *'The objective we have set ourselves at Drivalia is to bring the greatest number of users closer to alternatives that, in an easy, flexible and simple way, make them opt for more sustainable mobility. Our commitment to Amazon will allow us to reach such different and*

heterogeneous audiences that are looking to customise their products to make them unique, as is the case with Drivalia CarCloud’, says Raquel Hernán, CEO of Drivalia in Spain.

CA Auto Bank S.p.A.

CA Auto Bank es un banco universal, propiedad en su totalidad de Crédit Agricole Personal Finance and Mobility, que opera como un actor independiente y multimarca en el sector de la financiación y el arrendamiento de vehículos y en el sector de la movilidad. CA Auto Bank ofrece una gama completa de soluciones de crédito y alquiler, así como de servicios de seguros. Los productos de préstamo, arrendamiento y financiación de alquiler y movilidad proporcionados por CA Auto Bank están diseñados específicamente para las redes de venta, para clientes privados y flotas corporativas. CA Auto Bank tiene presencia en 18 países europeos (Austria, Bélgica, Dinamarca, Finlandia, Francia, Alemania, Grecia, Irlanda, Italia, Noruega, Países Bajos, Polonia, Portugal, España, Suecia, Suiza, Reino Unido y Luxemburgo) y en Marruecos, directamente o a través de sucursales, con un total de más de 2.600 empleados.

A través de **Drivalia**, la empresa de alquiler y movilidad del Grupo, el Banco ofrece una gama completa de soluciones de movilidad, desde coches eléctricos compartidos hasta las innovadoras suscripciones y alquiler de coches para todas las duraciones. Drivalia aborda la movilidad en todas sus facetas, proporcionando planes de movilidad innovadores que combinan flexibilidad, uso digital, enfoque bajo demanda y sostenibilidad. En junio de 2019, la compañía lanzó los Mobility Stores, puntos de venta físicos donde los clientes pueden acceder a todos los servicios de movilidad de la compañía. Con la apertura del primer Mobility Store totalmente electrificado en el aeropuerto de Torino Caselle en 2020, seguido por muchos otros, Drivalia se ha convertido en un operador clave también en movilidad sostenible. De hecho, gracias a las más de 1800 estaciones de carga instaladas en todas las tiendas, Drivalia cuenta con la red electrificada privada más grande de Italia. En 2024, el proyecto de electrificación continuará también en los países europeos en los que opera Drivalia.

Para más información:

www.ca-autobank.com

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