

## Subscription mobility: Drivalia launches Omoda's CarCloud

- **Italy's first subscription car rental service now offers a new Omoda 5 SUV.**
- **Renewable monthly, without restrictions or penalties, the plan is activated by redeeming a voucher available for purchase online or at Drivalia Mobility Stores.**
- **By 2025, an estimated 8 % of all new vehicle registrations in Europe will be based on subscription models.**

*Turin, October 28, 2024*

**Drivalia**, the car rental and mobility company of CA Auto Bank Group, has launched a new CarCloud subscription dedicated to the Omoda 5 SUV by Chery, allowing drivers to experience this model without the commitment of ownership.

With this addition, Drivalia expands its iconic monthly car subscription, which has already attracted **over 45,000 users in Italy** and has played a major role in **popularizing car subscriptions**, particularly among younger people, who value convenience, adaptability, and cost-effectiveness in mobility.

The launch aligns with growing trends in the mobility sector. By 2025, it is estimated that **subscriptions will account for 8% of new vehicle registrations** across the five largest European markets, potentially rising to 10% soon after<sup>1</sup>.

The new CarCloud Omoda 5 subscription is designed for private, professional, and corporate customers and is available both online (via [drivalia.com](https://drivalia.com) and [amazon.it](https://amazon.it)) and at Drivalia Mobility Stores. Customers can renew the subscription monthly for up to 12 months and may cancel anytime without penalty after the first 30 days. To get started, customers can purchase a voucher **for €299** and redeem it on the CarCloud website. Once the subscription is activated, they can reserve, collect, or change their vehicle with 48 hours' notice at a participating Drivalia Mobility Stores.

The subscription fee of €499 per month, reduced to €439 for the first month with a promotion valid until November 15, includes 1,500 km a month and all the services to drive hassle-free, such as liability insurance, Kasko and theft coverage, and routine and non-routine maintenance. Moreover, the plan includes 24 monthly hours of E+Share car-sharing in Rome, Turin, Milan, and Lyon for the first three months.

CarCloud for Omoda 5 is now available in **eleven Italian regions**: Abruzzo, Calabria, Campania, Emilia-Romagna, Lazio, Lombardy, Piedmont, Puglia, Sicily, Tuscany, and Veneto.

<sup>1</sup>Source: *Vehicle-as-a-Service From vehicle ownership to usage-based subscription models* ([link](#))

**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 1,800 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)