

## Partnership Between Drivalia and the Woodstower Eco-Festival: A Collaboration for Sustainable Mobility

*Drivalia, the mobility company of Crédit Agricole Auto Bank, is proud to announce the renewal of its partnership with France's oldest eco-festival: Woodstower Festival, for its 25th edition, which will take place from August 29th to September 1st, 2024, at the Grand Parc de Miribel Jonage near Lyon.*

**Wednesday, August 28th, 2024, Lyon** – For the second consecutive year, this partnership between Drivalia and the Woodstower eco-festival aims to reduce the event's carbon footprint by providing electric and hybrid vehicles for the transportation of artists and logistical needs of the festival. By integrating Drivalia's low-emission fleet into its operations, Woodstower continues its commitment to sustainability and environmental responsibility in culture and events.

This renewal of the partnership marks an additional step in promoting sustainable practices within Lyon's cultural environment. Drivalia has recently established collaborations with other major cultural players, such as Les Nuits Sonores in May and the Lyon Street Food Festival in June. These partnerships illustrate the deep commitment of Drivalia and various cultural stakeholders in Lyon to achieve shared environmental goals.



## A More Environmentally-Friendly Festival

Drivalia actively supports the Woodstower Festival by providing electric and hybrid vehicles for festival logistics as well as for the transportation of artists. This initiative helps reduce the environmental impact of transportation during the festival, demonstrating a shared commitment to creating a more environmentally-friendly event.

The Drivalia team will be present in the festival's eco-village alongside NGOs to promote the 100% electric car-sharing service, E+ Share Drivalia, launched in Lyon in October 2023, and to raise public awareness about the importance of sustainable mobility. In addition to supporting the festival's organization, Drivalia is providing access to its E+ Share Drivalia car-sharing service 24/7 directly at the Grand Parc de Miribel Jonage site, with a dedicated parking area for shared electric Fiat 500s, enabling festival-goers to move easily and sustainably throughout the event from Lyon, Villeurbanne, Bron, Vénissieux, and Vaulx-en-Velin. On this occasion, Drivalia offers festival-goers 30 minutes of free car-sharing for all new sign-ups using the promo code LYO-WOODSTO-FREE30M.

*"The adoption of new forms of shared electric mobility like E+ Share Drivalia aligns with the festival's goal to reduce its ecological footprint, and we encourage both artists and festival-goers to use less polluting modes of transport,"* says **Maxime Noly, Director of the Woodstower Festival**.

*"We are delighted to partner for the 25th anniversary of the Woodstower Festival to promote a more sustainable approach to logistics and mobility around Lyon's cultural events,"* adds **Pasquale Piccolino, Director of Drivalia France**.

### CA Auto Bank

CA Auto Bank is a universal bank, controlled by Crédit Agricole Consumer Finance, operating as an independent and multi-brand player in vehicle financing, leasing, and mobility. CA Auto Bank provides a full range of financial and mobility products, as well as insurance services. The loan, leasing, rental, and mobility financing programs offered by CA Auto Bank are specifically designed for sales networks, individuals, and corporate fleets. CA Auto Bank is present in 17 European countries (Germany, Austria, Belgium, Denmark, Spain, Finland, France, Greece, Ireland, Italy, Norway, the Netherlands, Poland, Portugal, Sweden, Switzerland, and the United Kingdom) and in Morocco, directly or through its subsidiaries, with a total of more than 1,900 employees. Through Drivalia, the group's rental and mobility company, the bank offers a comprehensive range of mobility solutions: from electric car-sharing to innovative car subscriptions, covering all rental durations. Drivalia takes care of mobility in a 360° approach, offering innovative mobility formulas that combine flexibility, digital usage, on-demand service, and sustainability. In June 2019, the company inaugurated the Mobility Stores, physical points of sale where customers can access all mobility services provided by the company. With the launch of the first fully electrified Mobility Store at Turin Caselle Airport in 2020, followed by many others, Drivalia has become a leading operator in sustainable mobility: it now has over 1,600 charging stations installed across all stores and boasts the largest private electrified network in Italy. In 2023, the electrification project will continue in the European countries where Drivalia operates.

For more information: [www.ca-autobank.com](http://www.ca-autobank.com) and [www.drivalia.fr](http://www.drivalia.fr)

### Media Relations – Wellcom Agency:

Maïssa Berjaoui / Emilie Zagozda

[drivalia@wellcom.fr](mailto:drivalia@wellcom.fr)

01 46 34 60 60