

## Subscription mobility: Drivalia expands offering of iconic CarCloud

- Italy's first subscription car rental service has added two new models: the Volkswagen Polo and the Nissan Qashqai.
- Renewable monthly, with no conditions or penalties, the plan is activated by redeeming a voucher that can be purchased online or in Drivalia Mobility Stores.
- The subscription market in Europe is estimated to grow at an annual rate of 32.9% between 2022 and 2030.

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**Drivalia**, the rental and mobility company of the CA Auto Bank Group, announces the launch of **two new plans** of the iconic CarCloud car subscription for its **Volkswagen Polo and Nissan Qashqai** models.

The constant expansion of CarCloud - the first subscription car rental service in Italy - is in line with the evolving mobility market, where "subscriptions" are playing an increasingly important role. In fact, the **European car subscription market is estimated to grow at an annual rate of 32.9% between 2022 and 2030<sup>1</sup>**.

Available with different trim levels and engines, CarCloud's two new plans allow customers to immediately hop on board and drive some of their most popular models, enjoying all the benefits of subscription-based mobility without the hassles associated with ownership.

Available online and at Drivalia Mobility Stores, CarCloud is designed for personal, professional and business customers and is renewable for up to 12 months with no time limits or penalties. To subscribe, simply purchase the voucher - which costs €199 for the **Volkswagen Polo** and €249 for the **Nissan Qashqai** - and redeem it on the CarCloud website. Once the subscription is activated, the vehicle can be booked, picked up and changed with 48 business hours' notice at any of the participating Drivalia Mobility Stores. The two new CarClouds will initially be available at stores in Rome, Milan, Naples, Turin, Frosinone, Florence, Pisa, Venice, Padua, Verona and Bergamo.

The monthly payment - €439 for the **Volkswagen Polo** and €599 for the **Nissan Qashqai** - includes 1,500 km per month and all the services needed to drive with complete peace of mind, including third-party liability insurance, Kasko and theft coverage, as well as routine and non-routine maintenance. Also included are 24 hours per month of E+Share Drivalia car sharing for the first 3 months.

<sup>1</sup>Source: Europe Car Subscription Market - Straits Research ([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 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)