



Dag Fraurud
CA Auto Bank Norway

Dag Fraurud has been the Country Manager of CA Auto Bank Norway since February 2025, while maintaining his role as CEO of Drivalia Lease Norway, which he has held since December 2022.

He started his career in Drivalia in 2017 as Commercial Director. In his period as Commercial Director, he was responsible for the departments for existing clients, new business, partnerships and customer service.

In addition to the main business lines, operational lease and fleet management for SME and large corporations, his focus was on developing new digital platforms and direct private lease as well as reshaping partnership business.

Dag came to Drivalia after over 20 years in the communication industry. He held several different positions as Sales and Marketing director and was responsible for consultants within CRM concentration on analysis, digitalization, and automation of communication. During this period, he also owned and managed his own business and was a partner in one of the largest communication agencies in Norway.

Dag has been the CEO for Drivalia Norway during a transitional period, focusing on maintaining business and implementing Drivalia as the new business owner from August 1st, 2023.

Dag was born in Oslo (Norway) in 1967.
