

## Drivalia supports tourism in Puglia: 300 new EVO 3s in rental car fleet

- The CA Auto Bank Group company expands its fleet with 300 EVO 3, the DR Group's City SUV.
- The fleet enlargement aligns with the increased demand for rental cars during the summer season in Puglia, the top region in southern Italy for tourist arrivals.

Turin, 30 June 2023

From the trulli to the Gargano, from the Murge to the Salento, make this a **Drivalia**-driven summer. The rental and mobility company of CA Auto Bank Group **is expanding its fleet of rental cars with 300 EVO 3 vehicles**. These compact yet spacious City SUVs, powered by a 1.5 bi-fuel engine combining gasoline and LPG, offer a long range with low fuel consumption.

The arrival of these new cars, available at **Drivalia Mobility Stores** throughout Puglia, aims to promote tourist flows to the region. The fleet expansion aligns with the growing demand for rental cars during the summer months. According to the latest available data, **Puglia is the top region in Southern Italy for tourist arrivals**<sup>1</sup>. Furthermore, in 2022, the region returned to its pre-pandemic levels, primarily due to the strong rebound in international tourism, with an 8.5% increase in arrivals and an 11% rise in tourists from abroad, compared to 2019.

Through Drivalia, CA Auto Bank continues to support the growth of the DR Group. This strategic partnership encompasses all brands of the Macchia d'Isernia-based Group, including EVO, the new line characterized by simplicity, concreteness, practicality, and reliability.

### **Drivalia**

*Drivalia is the rental and mobility company of the CA Auto Bank Group, which is in turn part of Crédit Agricole Consumer Finance. Established in 2022, following the rebranding of Leasys Rent's operations, Drivalia aims to become one of the leading players in the new mobility sector in Europe. The company offers a comprehensive and innovative system of mobility services. Drivalia has launched the first car subscription in Italy: CarCloud. In June 2019, the company launched the Mobility Stores, physical outlets where customers can access all of the company's mobility services. With the opening of the first totally electrified Mobility Store in Torino Caselle airport in 2020, followed by many others, Drivalia has become a key operator also in sustainable mobility. In fact, thanks to the over 1,600 charging stations installed in all the Stores, Drivalia has Italy's largest private electrified network. In 2023, the electrification project will continue also in the European countries in which Drivalia operates*

For more information:

[www.drivalia.com](http://www.drivalia.com)

### **EVO**

*EVO is the product line of the DR Group designed to cater to a segment that constantly seeks the right balance between mobility needs, informed choices, and long-term value. EVO offers complete equipment, easy driving experience, and a guarantee of reliability. Powered by a dual gasoline/LPG fuel system, the EVO vehicles boast comprehensive standard features, attractive quality finishes, and undergo thorough testing to ensure reliability. The entire EVO range promises a pleasant driving experience coupled with ease of maintenance.*

*Those who choose EVO are seeking functional products that seamlessly align with their lifestyle. They prioritize the right compromise between saving money and caring for the environment. They place their trust in the expertise of an automotive group that has consistently invested in research and quality. Additionally, they benefit from a wide network of dealerships and repair shops across Italy.*

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<sup>1</sup> Source: [i Agenzia Regionale del Turismo Puglia Promozione](https://www.agenziaturismo.com).

**DRIVALIA**



*For more information:*

[www.auto-evo.com](http://www.auto-evo.com)

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