



## CA Auto Bank signs a partnership with QJ Motor Italy in the motorcycle sector

- The agreement encompasses the entire QJ Motor line, ranging from the flagship SRT 800 X to the naked SRK models and SRV cruisers.
- As part of the partnership, the Bank will offer its financial solutions to QJ Motor dealers and customers. These solutions include traditional installment loans, leases, and the innovative InstantMoto, which is the first instant approval loan for motorcycles in Italy.
- This partnership further solidifies the Bank's position in Italy, the Eurozone's fastest-growing motorcycle market.

Turin, July 10, 2023

The passion for motorcycles continues to drive the growth of **CA Auto Bank**. The Bank, a subsidiary of Crédit Agricole Consumer Finance, has entered into a **partnership with QJ Motor Italy**, the exclusive distributor of the **Qianjiang Group** brand in Italy. Qianjiang Group is a renowned motorcycle giant and part of the Geely Group.

Under this agreement, the Bank will offer a diverse range of innovative and flexible **financial solutions** aimed at making the brand's models more accessible in the newly-opened Italian market. These solutions include traditional **installment loans**, **leasing options**, and the new **InstantMoto**, which is the first instant approval loan for motorcycles and e-bikes in Italy. InstantMoto enables customers to undergo credit evaluation and receive approval for their loan application in just 3 minutes.

These products are designed to support dealers and end customers in choosing from the entire **QJ Motor line**, which offers solutions catering to various needs. The lineup includes notable models such as the SRT 800 and SRT 800 X adventures, as well as the sporty naked SRK available in 125, 400, and 700 cubic-centimeter displacements. Additionally, the SRV 125 and 300 cruiser series are available, with plans for further expansion into the scooter segment, which has long been a strategic product in the Italian market.

With this partnership, the Bank solidifies its role in a continuously growing sector in Italy. Motorcycle, scooter, and moped registrations in May 2023 **increased by 11.8%** compared to the same period in 2022<sup>1</sup>, confirming Italy as the **fastest growing market in the Eurozone**<sup>2</sup>. Both CA Auto Bank and QJ Motor intend to cater to the needs of a diverse audience, ranging from novices to experienced riders, who seek flexible, affordable, and sustainable mobility solutions.

*"We are proud that QJ Motor has chosen us as its financial partner for Italy, a market where the brand made its debut this year. This decision demonstrates its appreciation for our innovative solutions and century-long experience," said Giacomo Carelli, CEO of CA Auto Bank. "This new partnership is a significant milestone in the Bank's growth within the sector".*

<sup>1</sup> [Source: ANCM \(Associazione Nazionale Ciclo Motociclo Accessori\)](#)

<sup>2</sup> [Source: ACEM \(European Association of Motorcycle Manufacturers\)](#)



This is the comment of **Dennis Dongminshang, Board Director of QJ Motor Italy**:  
*"Choosing CA Auto Bank as a financial partner was a crucial step in introducing the QJ Motor brand in Italy. The Italian market has always been one of the most important in the world, both in terms of numbers and ability to set trends. For this reason, CA Auto Bank's experience and its dynamic and customized tools give us the confidence to focus on our products and services to the passionate public of the Bel Paese."*

PRESS RELEASE

**CA Auto Bank S.p.A.**

CA Auto Bank is a universal bank, wholly owned by Crédit Agricole Consumer Finance, which operates as an independent and multi-brand player in the vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 17 European countries (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 1,900 employees.

For more information:

[www.ca-autobank.com](http://www.ca-autobank.com)

**QJ Motor**

QJ Motor is a brand of Zhejiang Qianjiang Motorcycle Group Co. Ltd. (Qianjiang Group or QJ Group), a Chinese company listed on the Shenzhen Stock Exchange since 1999 that has been manufacturing motorcycles, scooters, and other vehicles since 1985. Since 2016, Qianjiang Group has been under the control of the Chinese giant Geely Holding Group.

The year 2023 marks a significant milestone for Qianjiang Group as the QJ Motor brand officially enters Europe's most important markets. After Germany, France, and Spain, the company has arrived in Italy, a country known for its excellence in the motorcycle field and serving as a gateway between East and West. This move aims to solidify the company's presence in Europe.

For more information:

<https://qjmotoritaly.com/>