

Mobility in the palm of your hand: Introducing the new Drivalia PLANET app

- **Debuting in Italy and set to be launched in other European countries, the new app serves as a single point of access to all of Drivalia's mobility solutions. It is accessible from mobile devices and designed to provide an even more intuitive and faster user experience.**
- **Organized into four sections—Rent, Lease, Subscribe, and Share—the app acts as a truly integrated mobility platform, reflecting the phygital nature of the brand.**
- **Each section features interactive maps that provide information on available products, along with an overview of vehicles in the fleet, their real-time availability, Mobility Stores, and charging stations across Europe.**

Turin, November 4, 2024

Drivalia, the CA Auto Bank Group's rental and mobility company, has launched the new **Drivalia PLANET** app, a single access point for all of Drivalia's mobility solutions. Accessible via mobile, the app provides a faster, more intuitive digital experience. It is available immediately in Italy and will eventually be launched in the other European markets of the company, starting with France by the summer of 2025

The app launch aligns with a broader trend of **digitalization in rental processes** that is transforming the industry by simplifying interactions between companies and customers, and delivering faster, more efficient service. This digital shift entails the increasing use of new technologies that enable engaging, customized experiences for users.

In this context, the Drivalia PLANET app offers an **intuitive and engaging entry point into the Drivalia ecosystem**, making tasks like rental requests, vehicle changes, and invoice verification faster and easier. Users can also register their profile and payment information, **thereby reducing significantly the car booking process**. Most notably, digital check-in allows customers **to pick up their rental vehicle** at Drivalia Mobility Stores without waiting.

The app is accessible to both new and returning customers, with existing users able to log in using their Drivalia website credentials. This convenient tool is useful and effective, simplifying the lives of users who will have Drivalia's entire range of services—from car subscriptions to rentals of varying durations— just a tap away.

Organized into **four sections** — **Rent** (short- and medium-term rentals), **Lease** (long-term rentals), **Subscribe** (car subscriptions), and **Share** (electric car sharing) — the app serves as an integrated mobility platform that reflects the phygital nature of the brand, combining the best of both the digital and physical worlds.

A **dedicated section with interactive maps** offers users detailed information on car pick-up locations, long-term rental service points, and available charging stations for each of Drivalia's mobility services.

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 also in sustainable mobility. In fact, thanks to the more than 1,800 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

www.drivalia.com