



Drivalia is mobility partner of Lux Vide, a leading television production company in Europe

Turin, January 22, 2025

Drivalia, a rental and mobility company of the CA Auto Bank Group, has become the mobility partner of **Lux Vide**, one of Europe's most prestigious television and film production companies, a part of Fremantle Group.

Renowned for producing **numerous national and international successes**, Lux Vide is a leading figure in the European audiovisual industry, boasting over 1,500 hours of prime-time content created for broadcasters.

Lux Vide has long been engaged in an ambitious energy transformation project, aiming to become the **first European production hub powered entirely by renewable energy**.

As part of their partnership, Drivalia has supplied Lux Vide with five **Ford Puma Hybrids**, to support the production company's sustainability efforts thanks to its mobility solutions, which combine advanced technology and a lower environmental impact.

This collaboration represents a significant step forward for both companies, united by a shared **commitment to environmental sustainability and a vision for a greener future**.

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.drivalia.com