

## Drive to Buy is born: the new long-term rental solution by Drivalia with a right of first refusal at the end of the contract

- **Rent today, choose tomorrow: the formula allows customers to drive a vehicle for 48 or 60 months and, should Drivalia decide to sell the vehicle, allows the customer to exercise a right of first refusal (the option to purchase the car).**
- **A product designed exclusively for the business segment (companies and professionals), combining the peace of mind of an "all-inclusive" rental with the security of a pre-defined price.**

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In the Italian long-term rental market, business customers (B2B) continue to represent the backbone of the sector, accounting for the vast majority of the segment with 78.3% of total rentals. In this scenario, there is a growing need for solutions that combine operational peace of mind with financial transparency in vehicle management.

To meet this need, **Drivalia**, a company of the CA Auto Bank group, is launching **Drive to Buy**, an innovative long-term rental product designed to satisfy the mobility requirements of companies and freelancers. The goal is to offer businesses and professionals the opportunity to rent a car today and, should Drivalia decide to sell the vehicle, purchase it tomorrow, thereby reducing uncertainty regarding its future value.

Drive to Buy represents an ideal bridge between the worlds of rental and ownership. The formula allows customers to drive a car while paying a fixed monthly fee: **at the end of the 48 or 60-month rental contract**, should Drivalia decide to sell the vehicle, the customer can choose whether to return the car or purchase it at a pre-defined and agreed-upon price, by exercising their right of first refusal.

The main advantage of Drive to Buy lies in its **transparency and guaranteed future value**. At the time the contract is signed, the customer knows the exact amount for which they could potentially purchase the vehicle at the end of the rental period, should Drivalia decide to sell it. This dynamic overcomes the uncertainty typically associated with automotive market fluctuations.

Designed for business operational and planning needs, Drive to Buy offers longer durations (4 or 5 years), allowing costs to be spread out and maintaining highly advantageous monthly fees. The selection of vehicles included in the offer features versatile models ideal for all business needs, such as the **Fiat Panda**, **Peugeot 208**, and **Jeep Avenger**.

As an example, the 60-month formula offers competitive and diverse fees depending on the model chosen (all amounts exclude VAT):

- **Fiat Panda Petrol:** monthly fee of €289 with a down payment of €1,900;
- **Peugeot 208 Petrol:** monthly fee of €339 with a down payment of €4,900;

- **Jeep Avenger Petrol and Mild Hybrid:** monthly fee of €358 with a down payment of €4,900.

In line with Drivalia's "worry-free" mobility approach, the monthly fee includes a comprehensive service package. The formula includes maintenance (both routine and extraordinary), roadside assistance, vehicle delivery, and Info Mobility services. The Drive to Buy commercial offer is available through the Drivalia broker network.

**Note:** Data regarding the long-term rental market trend in Italy is taken from the ANIASA press release ["Rental reaches nearly 34% of national registrations in the first quarter of 2026"](#) (April 2026).

#### **Drivalia**

*Drivalia, the rental and mobility company of the CA Auto Bank group, offers a complete range of mobility solutions, from electric car sharing to innovative car subscriptions and rentals of all durations. Drivalia manages mobility in a 360-degree approach, proposing innovative formulas that combine flexibility, digital usage, an on-demand approach, and sustainability. In June 2019, the company inaugurated its network of Mobility Stores, physical retail points where customers can access all mobility services offered by the company. With the launch of the first fully electrified Mobility Store at Turin Caselle airport in 2020, followed by many others, Drivalia has also become a reference operator for sustainable mobility: with over 1,900 charging points currently installed at all its Stores, it possesses the largest private electrified network in Italy. During 2026, the electrification project will continue in the European countries where Drivalia operates. For more information:*

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