

**Drivalia is taking part in the IMTM, Tel Aviv,
the most prestigious tourism fair in the Middle East**

- **The FCA Bank Group's mobility company is participating in the 29^a edition of IMTM (International Mediterranean Tourism Market) on February 14 and 15 in Tel Aviv.**
- **With over 222,000 arrivals in Italy in the pre-pandemic year, Israeli tourism is an important growth opportunity for Drivalia.**

Tel Aviv, February 14, 2023

Drivalia's mobility of the future is the ideal travel companion for tourists, whether European or not. The FCA Bank Group's rental and mobility company is participating in the **29th edition of IMTM (International Mediterranean Tourism Market)**, the prestigious international tourism fair held at the EXPO Center in Tel Aviv on February 14 and 15. The event will feature **1760 exhibitors from 52 countries**, established players in the industry that come together to make contacts and to explore opportunities for growth and collaboration.

The fair is in fact a great networking opportunity in a country that is strongly interested in Italy. In the pre-pandemic year alone, more than **222,000 tourists came from Israel**, spending more than €109 million¹. *"Israeli tourists already account for 5% of our broker channel revenue in Italy, a percentage we expect to increase in the coming year"*, explains Paolo Manfredi, CEO of Drivalia, who is at the fair. *"This is Drivalia's first mission outside Europe to showcase its mobility solutions, and we are pleased to do so at such a prestigious event as IMTM, a key platform for the tourism sector in the Middle East region"*.

At its stand, the company will display to the international public its **range of innovative plans**, combining flexibility, digital use and sustainability, with a special focus on **tourists from Israel and the Middle East**. Drivalia's solutions are designed for all needs, offering a more efficient travel experience with the support of specialized consultants.

FCA Bank

FCA Bank is a bank engaging mainly in car and mobility financing. FCA Bank S.p.A. provides financial products to support the sales of prestigious car brands in Italy and in Europe. Loan, lease and rental and mobility financing products provided by FCA Bank are specifically designed for the sale networks, for private customers and corporate fleets. FCA Bank has a presence in 17 European countries and in Morocco, directly or through branches. At June 30, 2022 FCA Bank had a loan and lease portfolio of approximately €25.8 billion.

*Through **Drivalia**, which specializes in rental and subscription solutions, the Bank provides a comprehensive and innovative system of mobility services. Drivalia launched CarCloud, the first car subscription service in Italy. In June 2019, the company launched the Mobility Stores, physical outlets where customers can access all of the company's*

¹ [Enit Research Department compiled on the basis of data from Banca d'Italia.](#)



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 2022 and 2023, the electrification project will continue also in the European countries in which Drivalia operates

For more information:
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