



PRESS RELEASE

**Drivalia and Ferrari Financial Services:  
strategic leadership change announced.  
Roberto Sportiello is the new CEO of Drivalia,  
Paolo Manfreddi to lead Ferrari Financial Services.**

*Turin, 30 June 2025*

CA Auto Bank and Drivalia announce a dual appointment at the Group's top level. Effective July 1st, **Roberto Sportiello** will be the new CEO of Drivalia, the Group's rental and mobility company. He will succeed **Paolo Manfreddi**, who will simultaneously take the helm – pending approval from the competent authority – of Ferrari Financial Services GmbH, a joint venture between CA Auto Bank and Ferrari N.V. (NYSE/MTA: RACE).

**Roberto Sportiello** will lead Drivalia in its next phase of expansion. His international experience in the automotive financial sector, consolidated over more than twenty years within the Group and culminating in the prestigious role of CEO of Ferrari Financial Services since 2020 – where, in about six years of management, he has driven significant business growth – will be fundamental to guide Drivalia's evolution. His vision, forged in a context of excellence, innovation, and customer focus, will provide a decisive boost to the development of cutting-edge mobility solutions and to consolidate the company's positioning.

**Paolo Manfreddi**, who has led Drivalia since its inception in 2022, building it into a key player in Europe, brings his pioneering experience to Ferrari Financial Services, a joint venture between CA Auto Bank and Ferrari. The partnership, initiated in 2016 and successfully developed over the past 8 years, will continue to support Ferrari's commercial strategy in Germany, the United Kingdom, and Switzerland.

*"It is with great enthusiasm that I take the baton from Paolo, a professional I admire and who has built a solid and dynamic company," said **Roberto Sportiello, the new CEO of Drivalia**. "I greet and thank my colleagues at Ferrari Financial Services for the journey we have shared, and I look forward to starting to work with the Drivalia team on the future of mobility. We will need to accelerate the Group's development and consolidation throughout Europe, working on integrated, innovative, and sustainable mobility solutions, with a focus on the quality of customer service."*

*"I am truly proud of the journey we have taken with Drivalia and of the extraordinary team I have had the honor of working with," declared **Paolo Manfreddi**, who will take the lead at **Ferrari Financial Services**. "I bring this unique experience to a new adventure that is as prestigious as it is challenging. I am convinced that Roberto is the perfect leader to continue Drivalia's growth, and I wish him all the success he deserves."*

*"This change, born from a shared strategic vision, aims to leverage the know-how and skills of two highly experienced leaders to guide Drivalia and Ferrari Financial Services into a new evolutionary phase," stated **Giacomo Carelli, CEO of CA Auto Bank**. "I thank Paolo Manfreddi for the extraordinary work with which he brought Drivalia to life, turning it into a European success in record time. The new challenge at Ferrari Financial Services is a well-deserved*

*recognition of his career. At the same time, I am pleased to welcome Roberto Sportiello, a manager who brings with him a great focus on the customer and deep financial expertise, as demonstrated by his excellent track record at Ferrari Financial Services. He is the right person to lead Drivalia towards new and ambitious goals.”*

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### **Managers' Profiles**

#### **Roberto Sportiello**

Born in 1974, with a degree in Economics and Business at the University of Turin, he began his career in 2000 at Fiat SAVA, holding roles of increasing responsibility in Credit, CRM, Sales, and Marketing. After an international experience as Sales & Marketing Manager in Portugal, he returned to Italy in 2011. In 2014, he took on the role of Head of Marketing & Sales for the FCA Bank group, and in 2016 he was appointed CEO of FCA Bank in Austria. Since January 2020, he has served as CEO of Ferrari Financial Services, driving a significant acceleration of the business and its integration with Ferrari.

#### **Paolo Manfredi**

Born in 1976, with a degree in Management Engineering at the Polytechnic University of Turin, he began his career in 2002. He joined Fiat Groupe Automobiles in 2003, holding various roles up to Lancia Sales Director. With the creation of FCA, he managed the owned dealer network and the Rent a Car & Used Car activities for the EMEA region. In 2016, he joined the FCA Bank Group, where he took on key roles at Leasys. From January 2021, he was CEO of Leasys Rent and since October 2022, he has served as CEO of Drivalia, leading its launch and establishment at a European level.

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

CA Auto Bank è una banca universale, controllata da Crédit Agricole Personal Finance & Mobility, che opera come player indipendente e multibrand nei settori del finanziamento e leasing di veicoli e della mobilità. CA Auto Bank fornisce un'offerta completa di prodotti finanziari e di mobilità, oltre che di servizi assicurativi. I programmi di credito, leasing, noleggio e finanziamento della mobilità forniti da CA Auto Bank sono concepiti specificamente per le reti di vendita, i clienti privati e le flotte aziendali. CA Auto Bank è presente in 18 Paesi europei (Austria, Belgio, Danimarca, Finlandia, Francia, Germania, Grecia, Irlanda, Italia, Norvegia, Paesi Bassi, Polonia, Portogallo, Repubblica Ceca, Spagna, Svezia, Svizzera e Regno Unito) e in Marocco, direttamente o tramite filiali, con un totale di oltre 2.600 dipendenti. Attraverso **Drivalia**, la società di noleggio e mobilità del gruppo, la Banca propone una gamma completa di soluzioni di mobilità, dal car sharing elettrico agli innovativi abbonamenti all'auto, passando per il noleggio di tutte le durate. Drivalia si occupa di mobilità a 360°, proponendo formule di mobilità innovative, che uniscono flessibilità, fruizione digitale, approccio on demand e sostenibilità. Nel giugno 2019, la società ha inaugurato la rete dei Mobility Store, punti di vendita fisici dove i clienti possono avere accesso a tutti i servizi di mobilità offerti dall'azienda. Con il lancio del primo Mobility Store completamente elettrificato all'aeroporto di Torino Caselle nel 2020, seguito da molti altri, Drivalia è diventato un operatore di riferimento anche per la mobilità sostenibile: contando ad oggi oltre 1.900 punti di ricarica installati presso tutti gli Store, dispone della rete elettrificata privata più grande d'Italia. Nel corso del 2025 il progetto di elettrificazione proseguirà anche nei Paesi europei in cui Drivalia opera.

Per maggiori informazioni:

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

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