

FCA Automotive Services confirmed as official finance provider for CAKE electric motorbikes in the UK, as Drivalia debuts at London EV Show

- **FCA Automotive Services is expanding its UK operations as the captive finance provider for up-and-coming Swedish electric motorbike brand, CAKE**
- **News announced at the London EV Show, where the FCA Automotive Services stand featured examples of CAKE's commuter, off-road and delivery bikes**
- **New rental company Drivalia, which debuted at the Paris Motor Show in October, made its first UK appearance at the London EV show**
- **Drivalia will deal with all aspects of mobility, from rental for all durations to green mobility solutions and the innovative car subscription service**

London, 29 November 2022 – FCA Automotive Services is the new captive finance provider for pioneering electric motorbike brand, CAKE, in the latest expansion its UK operations.

The news was announced at the London EV Show, at ExCeL London, where FCA Automotive Services featured a selection of CAKE's innovative commuter, off-road and delivery bikes on its stand.

The collaboration will see FCA Automotive Services provide Hire Purchase terms and Personal Contract Plans on CAKE models, which can be purchased online, through its growing network of UK retailers, or at its showroom, CAKE :site London, in Shoreditch.

Christian Gorton, Senior Marketing Manager, FCA Automotive Services, said: *"Our financing solutions are designed to simplify the purchase process for customers, and our range of Hire Purchase (HP) and Personal Contract Plan (PCP) terms will make the latest range of CAKE electric motorbikes even more accessible – for work or pleasure."*

FCA Automotive Services is part of FCA Bank, which has almost 100 years of experience in car financing. For high performance on four wheels, FCA Bank is the exclusive retail finance provider for Lotus in the UK, and nine other European markets, providing a range of sale, lease and insurance policies on new and Approved Used models.

The UK agreement paves the way for the partnership to expand to other European markets where FCA Bank has a presence.

The London EV Show also marked the UK debut of Drivalia. The FCA Bank Group's new mobility solutions provider is set to become one of Europe's leading operators in the sector after its launch at the Paris Motor Show in October.

Drivalia takes over from Leasys Rent and will expand operations with a full range of mobility solutions, from electric car sharing to innovative car subscriptions and rental for all durations. The new company covers all aspects of mobility, providing innovative mobility plans that combine sustainability, digital use and an on-demand approach.

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About FCA Automotive Services

FCA Automotive Services UK Ltd is a company specialising in financial services for the purchase of Fiat Chrysler Automobiles motor vehicles and other prestigious brands. It is active on the market through seven brands: Fiat, Fiat Professional, Alfa Romeo, Abarth, Jeep and Maserati, which offer financial and insurance services for the respective car manufacturers. Founded by Fiat in 1997, Fiat Auto Financial Services guarantees the company's direct presence in the UK market through its own financial company. Today it is part of FCA Bank, a financial joint venture established by Fiat Chrysler Automobiles, one of Europe's largest automotive groups, and Credit Agricole Consumer Finance, a primary French banking group. We stand out for being one of the most competitive and innovative companies in the industry, with the recognition of the important rating agencies.

About CAKE

CAKE is a Swedish company with a clear mission to inspire towards a zero-emission society, by combining excitement and responsibility in its development of light, quiet, and clean high-performance electric motorcycles and mopeds. Its first model, the Kalk, debuted in January 2018 and received numerous accolades, including the 2019 and 2020 Red Dot Design Award, IF Design Award, Automotive Brand Contest Award, and "Best in Show" designation by several outdoor industry publications. In 2019, CAKE launched the Ösa, a utility platform with an integrated power station and off-road capabilities, which extended their award-winning streak. CAKE expanded into the race scene in November 2020, launching the Kalk OR Race and Kalk INK Race. In September 2021, CAKE released a convenient and light city moped, the Makka, expanding the user matrix further. Building on CAKE's existing platforms, the :work series of bikes optimized for professional use, including last-mile delivery and service applications, was launched in November 2021.