

Ally Launches New Web-based Training Platform for Dealers

Performance Development Center Provides Targeted Training for Dealership Employees

DETROIT, July 15, 2013 -- Ally Financial today introduced a new, interactive Web-based training site for dealers called the Performance Development Center, which provides dealership employees customized training specifically designed for their dealership role.

The new training site was created to leverage Ally's significant auto experience by providing innovative and easily accessible training designed with a focus on dealership process and profitability. It builds upon Ally's long established dealer training offerings.

"The Performance Development Center supports Ally's dedication to dealers by delivering valuable training on a wide array of topics that can help improve their sales and financing effectiveness," said Kathy Ruble, Ally vice president, Dealership Development Services. "Last year, Ally trained more than 14,000 dealership personnel with its instructor-led training, including in-dealership classes and those offered via webinar. The new site allows Ally to do even more targeted training efforts so we can tailor our approach to meet the needs of a new generation of learners."

Offering 24-hour access, the new site currently features 15 virtual on-demand training courses with more than 35 modules covering a wide range of topics that include – Commercial Services Group Business Vehicle Certification, Equal Credit Opportunity Act (ECOA) Awareness, NetQuote and Residual Value Lease Guide and Retail Process Overview training. The online courses were designed with short modules, most of which are under 20 minutes, purposely tailored for busy dealership personnel.

The site provides registered learners the opportunity to test their skills through interactive review quizzes, and learners are able to print reference materials to review at anytime they are not on the site. Additionally, a history of completed training courses is maintained on the Performance Development Center for every registered learner, and upon completion of a course employees will receive a printable certification.

The Performance Development Center is available to all dealers and will be updated with new content throughout the year.

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About Ally Financial

Ally Financial Inc. is a leading automotive financial services company powered by a top direct banking franchise. Ally's automotive services business offers a full suite of financing products and services, including new and used vehicle inventory and consumer financing, leasing, inventory insurance, commercial loans and vehicle remarketing services. Ally Bank, the company's direct banking subsidiary and member FDIC, offers an array of deposit products, including certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking. Ally's Commercial Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately \$166.2 billion in assets as of March 31, 2013, Ally operates as a bank holding company. For more information, visit the Ally media site at <http://media.ally.com> or follow Ally on Twitter: @Ally.

CONTACT:

Nicole Dowswell

313-656-3672

nicole.dowswell@ally.com

