

Ally Announces Marketing Efforts to Support Minority Dealers

New series of ads highlighting minority dealers' success and translated brochures represent latest efforts for the company to be the dealers' "ally"

DETROIT, Aug. 5, 2013 -- Ally Financial will introduce the first of several new ads in August that showcase diverse dealers. The ads are the latest addition to Ally's "Success Stories" campaign, which celebrates the dealers and their leadership in the communities they serve.

Josefina Hooker of Freedom Buick-GMC in Odessa, Texas and Bill Perkins of the Perkins Automotive Group, which owns Merollis Chevrolet in Eastpointe, Mich. and Taylor Chevrolet in Taylor, Mich., are the first minority dealers to be featured in this new segment of the Success Stories series. Five ads featuring different dealers are expected to run through the end of the year.

"The auto industry has always been a great place to find diversity of thought, perspective and people and we're proud to recognize the diverse dealers who share our values and serve as leaders in the communities in which they operate," said Andrea Brimmer, chief marketing officer of Ally Dealer Financial Services. "We recognize that dealers are heroes in their communities and we are proud to recognize their efforts and the very real difference they make in people's lives every day."

The new ads will also feature videos, which will be available through a QR code and on www.allydealervideos.com. The videos will give background about the dealers as well as their perspective on their successful businesses.

In addition to the new ads, Ally will begin translating select consumer brochures into Spanish for dealers free of charge.

"We want to provide dealers an additional way to connect with their Spanish-speaking customers," Riley said.

Ally is also a proud sponsor of the TIME Dealer of the Year program, which helps the company showcase the many significant charitable efforts that dealers sponsor. Profiles of these dealers can be found at www.allydealerheroes.com.

The ad featuring Josephina Hooker and Bill Perkins will begin to appear in automotive trade publications August 5. It also will appear in non-automotive publications that focus on diversity.

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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 \$150.6 billion in assets as of June 30, 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.

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