

Two-Thirds of Auto Dealers Increase Charitable Contributions, Survey Shows

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NEW YORK, Sept. 30, 2013 -- Auto dealers continue to give back to their local communities through donations and volunteerism, with nearly 65 percent increasing charitable contributions this year compared to 2012, according to a recent survey by Ally Financial and the National Automobile Dealers Association (NADA). The 2013 Dealer Charitable Survey, which polled dealer principals across the U.S., also found that approximately 39 percent of dealers expect to increase their contributions again in 2014, even though a majority believes their giving will remain flat going forward.

Additionally, dealers and their staffs continue to mobilize in their communities to volunteer and support local organizations. The survey found that nearly 45 percent of dealership employees volunteer more than 50 hours per year.

Survey data also showed:

- More than 55 percent of dealers donated \$25,000 or more in 2012, with a median value donated of approximately \$30,000 per dealer.
- More than 63 percent of dealers surveyed said their dealerships organize staff volunteerism in the community, with nearly 28 percent saying their employees provide more than 100 hours of community service.
- Nearly 90 percent of dealers surveyed said they contribute to organizations focused on community services, followed closely (80 percent) by local (non-national) causes. Education-related organizations (74 percent) followed in third.

"The contributions auto dealers make to their local communities each year is inspiring, and we are proud to work so closely with such high-caliber, civic-minded business leaders day in and day out," said Tim Russi, president of Auto Finance for Ally Financial. "Heading into our third year of support for the TIME Dealer of the Year program, it's clear that dealers across the country show no sign of slowing these crucially important contributions to their communities."

In continued support of dealers across the country, Ally Financial will once again sponsor the TIME Dealer of the Year awards, which recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. Heading into its 45th year, the program is produced in cooperation with NADA and is renowned as one of the automobile industry's most prestigious awards for new car dealers.

Nominees for the 2013 TIME Dealer of the Year Award will be announced in October, with the winner being named at the NADA Convention and Expo in New Orleans, La. on January 25, 2014.

**Ally Financial and NADA conducted a random sample survey during Aug. 2013 and received approximately 340 responses from U.S. dealer principals. Survey questions focused on dealer levels of involvement in charitable giving and volunteerism in communities. References to 'dealers surveyed' refers to a percentage of the 340 responding dealers. Statistical relevancy +/-5 percent.*

About Ally Financial Inc.

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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