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Ally Detroit Center Opens in Downtown Detroit

- Modern, collaborative office space designed to reflect the unique history, architecture and culture of Detroit's neighborhoods

- Ally launches the "313 Pledge" to support community and donate \$3.13 for every Detroit Water Ice sold this April

Apr 14, 2016

Related materials

- [Ally Detroit Center Fact Sheet](#)
- [Ally Detroit Center Images](#)

DETROIT, April 14, 2016 -- Ally Financial today announced the opening of its new office space located at 500 Woodward Avenue in downtown Detroit. The building, named Ally Detroit Center, will be occupied by more than 1,500 Ally employees and third party contractors on 13 floors. The new space will unite Ally's southeast Michigan-based employees in one modern and collaborative work environment that reflects the city of Detroit. Each floor in Ally Detroit Center was designed in the style of a distinct neighborhood, with furniture, fixtures and art installations that reflect the style of each area of the city.

"Ally Detroit Center is a unique and creative space that was designed to pay homage to our long history in Detroit and inspire the collaboration and innovation that will shape our future as a part of this vibrant city," said Jeffrey Brown, Ally chief executive officer. "We are excited about the evolution of the city, thanks in large part to the efforts of Mayor Mike Duggan and Dan Gilbert. Detroit has become one of America's most vibrant cities with a strong business district, creative and innovative talent base, and a strong connection to culture and community. Ally is pleased to be a part of this city and its revitalization."

Ally's CEO Jeffrey Brown, Detroit Mayor Mike Duggan, Bedrock Detroit's CEO Jim Ketai and Detroit Water Ice Factory founder and author Mitch Albom joined together to officially cut the ribbon on Ally Detroit Center and welcome Ally to its new Detroit headquarters. During the event, the names and corresponding neighborhoods of each of the 13 floors were unveiled: Foxtown, Rivertown, Greektown, Lafayette Park, Corktown, Downtown, Cultural Center, Mexicantown, Indian Village, New Center, Belle Isle, Eastern Market and Woodbridge. The design concept was developed by Detroit-based design firm SmithGroup JJR.

Giving Back: Ally's 313 Pledge

To further celebrate Ally's commitment to Detroit, the company also announced a community promotion with local business Detroit Water Ice Factory called "The 313 Pledge". Through the pledge, Ally will donate \$3.13 for every Detroit Water Ice sold through April 30. Proceeds will go to S.A.Y. Detroit, a nonprofit organization that aims to improve the lives of Detroit's neediest citizens by providing shelter, food, medical care, volunteer efforts and education.

"We are pleased to welcome Ally and its employees to the Downtown district and excited to launch The 313 Pledge together to invite the community to join our efforts to give back to the city we all call home," said

Mitch Albom, founder of Detroit Water Ice Factory and celebrated author of Tuesdays with Morrie.

About Ally Detroit Center

Built in 1993, Ally Detroit Center is known as Detroit and Michigan's tallest office building. The skyscraper, designed by noted architects John Burgee and Philip Johnson, is a recognizable fixture in the Detroit skyline with its Flemish-inspired neo-gothic spires.

Approximately 350 Ally employees are moving into Ally Detroit Center this month. Ally expects the majority of the 1,500 team members (employees and contract professionals) to be moved in by November 2016.

Ally's office space is designed around a contemporary workplace ideology, promoting collaboration, adaptive mobility and informal social interaction. Approximately 18 percent of usable work area on each floor is dedicated to informal collaboration space, including a "playground" space where each of the distinct Detroit neighborhoods comes to life in murals and furnishings. Adjustable Herman Miller workstations are used throughout the office, enabling employees to sit or stand throughout the day and contributing to a healthier workplace.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading U.S. financial services company. Ally's automotive services business offers a full spectrum of financial products and services, including new and used vehicle inventory and consumer financing, leasing, vehicle service contracts, commercial loans and vehicle remarketing services, as well as a variety of insurance offerings, including inventory insurance, insurance consultative services for dealers and other ancillary products. 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 Corporate Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately \$158.6 billion in assets as of Dec. 31, 2015, Ally operates as a financial 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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