

# Ally Adds Futuristic Fragrances to "New Car Smell" Line

## New scents on display at the 2017 North American International Auto Show

**DETROIT, Jan. 6, 2017** -- What does the driverless car of the future smell like? An aromatic mixture of hard drive, laptop, GPS and sandwich, according to Ally, which will introduce two new scents to its "New Car Smell" exhibit at the 2017 North American International Auto Show (NAIAS) in Detroit. The new scents called "The Future" and "Chauffeur" take a humorous approach to the auto industry trends of driverless cars and ride sharing, encouraging show visitors to imagine how the cars of the future might smell. The exhibit will be open from January 9 – 22 at Ally's booth, located in the main concourse between Hall B and Hall C at Detroit's Cobo Center.



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"Our New Car Smell exhibit was such a hit at NAIAS last year that we decided to add two new smells to the line-up this year that riff on current auto industry trends," said Andrea Brimmer, chief marketing officer at Ally. "As visitors explore all of the new technology at the show, our scents invite them to think playfully and creatively about how the cars of the future could smell, which we think is really fun."

Ally's New Car Smell experience first launched at NAIAS in 2016, and now includes ten fragrances that reflect the spirit and style of different cars and drivers. Visitors to the booth will be able to explore and sample Ally's scents at the booth. An on-site "perfumer" will also be on site to guess visitors' preferred New Car Smell on January 14, 15, 21 and 22. Visitors can also create their own customized virtual scent using an interactive iPad® app, which can be uploaded and shared on social media. Three virtual scent designers will be selected to win a full-size bottle of their custom fragrance after the show.

Danny Koker, star of the [History Channel's Counting Cars series](#), will also be broadcasting from Ally's Facebook page using Facebook Live on Monday, January 9.

Ally's New Car Smell collection includes the following scents:

### **The Future – NEW**

47% Hard Drive, 27% Laptop, 19% GPS, 7% Sandwich

Smell that? It's the future. Where you don't drive cars – they drive you. Sure, its intelligence is artificial, but its fragrance is as nature as it gets. So inhale the intoxicating aroma of modern technology, people. And buckle up.

### **Chauffeur – NEW**

46% Smartphone, 24% Energy Drink, 22% Glitter, 8% Lost Gloves

For the tireless late night reveler, there's no better scent than the floral bouquet of ease, convenience and clean leather. No cash? No problem. So breathe easy knowing the fare's already taken care of. The driver might even let you pick the music.

### **City Compact**

43% Cappuccino, 29% Hairspray, 25% Lipstick, 3% Yoga Mat

In the city rat race, you're the mouse leading the pack. Grip the wheel, toot the tiny horn and park where others can only dream. Beep beep!

### **Luxury Coupe**

67% Plush leather, 28% Shoe Polish, 4% Caviar, 1% Benjamins

Hire a chauffeur and load up on lobster: you've arrived. Enjoy the refined air of the 1%. The road is your red carpet, pedestrians your paparazzi. Don't spare the horses, Jeeves.

### **Eco Friendly Hybrid**

80% Water, 14% Grass, 5% Tofu, 1% Smug

What Mother Nature would drive if she had a license. Birds, trees and flowers are your co-pilots. Smile the smile of the righteous, my friend, and put your foot down. Lightly.

## **Muscle Car**

52% Nitrous Oxide, 20% Testosterone, 20% Burnt Rubber, 8% Brimstone

Hang your elbow out the window and let the wind blow through your armpit hair. This is life. This is living. The road is your story. Write it, fast.

## **Trusty Sedan**

40% Pleather, 35% Pine, 22% Instant Coffee, 3% Fanny Pack

Man's best friend on four wheels. Waiting, idling, never stalling. You might top out at 100, but your engine will run forever. Stay in the middle of the road and paint the town beige.

## **Pick-Up Truck**

57% Bonfire, 21% Axle Grease, 16% Flannel, 6% Beard

Behold: the chariot of the free man. Or woman. The destroyer of bugs, the hauler of the weak. Gasoline and sweat run through its veins... and enter your nose. Breathe deeply and roar.

## **Family Wagon**

44% Baby Wipes, 31% Stain Remover, 22% Crayon, 3% Regret

I spy, with my little nose, something beginning with kids. The mighty Family Wagon: mobile crib and canteen. Breathe in the heady musk of crayons and baby powder. This is your future. Are we there yet, they wail. Soon enough, my friend, soon enough...

## **Rugged SUV**

57% Mud, 21% Tree Bark, 16% Sweat, 6% Roadkill

Go anywhere. Do anything. You're as free as the mighty bald eagle but not necessarily bald. Breathe the air of the mountains or the shopping mall, you decide. Turn the key and unlock freedom.

For more information about Ally, please visit [www.ally.com](http://www.ally.com) or visit Ally's booth at NAIAS located in the main concourse between Hall B and Hall C at Detroit's Cobo Center


## **About Ally Financial Inc.**

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company and a top 25 U.S. financial holding company offering financial products for consumers, businesses, automotive dealers and corporate clients. Ally's legacy dates back to 1919, and the company was redesigned in 2009 with a distinctive brand, innovative approach and relentless focus on its customers. Ally has an award-winning online bank (Ally Bank Member FDIC), one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing digital wealth management and online brokerage platform, and a trusted corporate finance business offering capital for equity sponsors and middle-market companies.

The company had approximately \$157.4 billion in assets as of Sept. 30, 2016. For more information, visit the Ally press room at <http://media.ally.com> or follow Ally on Twitter: @AllyFinancial.

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