

# Ally to Add Digital Signature and Contract Management Capability to Clearlane

## eOriginal's SmartSign and Digital Platform to Facilitate Faster Transactions; Improve Customer Experience

**DETROIT, May 11, 2017** -- Customers looking to finance or refinance their vehicles through Ally's newly launched auto finance marketplace, Clearlane, will soon be able to complete financing online through a new digital signing capability. Built on top of the industry's leading digital transaction management platform, the SmartSign technology from eOriginal will be incorporated into the Clearlane platform in July 2017, and will allow customers to sign and submit their financing documents online or via mobile devices, facilitating a more efficient transaction.

"A digital signing capability is a strong addition to Clearlane that will add efficiencies and time savings for both our customers and our network of lenders," said Tim Russi, president of auto finance at Ally. "Being able to sign and submit financing documents online will help alleviate stress and increase customer satisfaction, especially with millennial customers, a large consumer demographic in the automotive market."

The ability to sign and manage documents digitally is expected to bring additional speed and convenience to Clearlane's auto finance and refinance process by eliminating the need to print, sign and scan documents to complete transactions. The capability puts Clearlane on the leading edge of the digital signing trend, as Forrester Research [estimates](#) that eSignature transaction volume will exceed 700 million by 2017.

"Taking paper out of the vehicle buying process improves the customer experience, reduces dealer overhead costs and expedites funding cycles," said Stephen Bisbee, eOriginal's president. "We are excited to work with Ally to integrate our platform into Clearlane's lending marketplace, and help to ensure accurate, fast and secure transactions on the site, which all contribute to a great user experience."

Ally launched the Clearlane marketplace in April, connecting consumers with more than a dozen finance providers to help finance or refinance their vehicles. For more information about Clearlane, visit <http://www.clearlane.com>

### **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 and Equal Housing Lender), 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 \$162.1 billion in assets as of Mar. 31, 2017. For more information, visit the Ally press room at <https://media.ally.com> or follow Ally on Twitter: @AllyFinancial.


### **About eOriginal**

Founded in 1996, eOriginal is the trusted expert in digital transaction management solutions, specializing in the post-execution management of financial asset documentation. eOriginal SmartSign® and eAsset® Management Services enable an end-to-end solution for fully electronic transactions that must be managed with the highest levels of security and compliance throughout their lifecycle. By treating every transaction as having assets that must be verifiably secure, legally compliant and enforceable, eOriginal provides its customers and partners with eCertainty®. For more information, please visit <http://www.eoriginal.com>. eOriginal®, eAsset®, eOriginal SmartSign® and eCertainty® are trademarks of eOriginal, Inc. and are registered in the United States or in other jurisdictions.

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