

Ally Drone Delivers Mobile Chargers to Consumers in Celebration of National Online Bank Day

Giveaway Demonstrates Ally's Promise to Do It Right for its Customers

CHARLOTTE, N.C., Oct. 9, 2017 -- Ally Bank, the banking subsidiary of Ally Financial Inc., celebrated National Online Bank Day by hosting a "You're in Charge" giveaway over the weekend, delivering phone chargers to consumers via drone at the Carolina Place mall in Charlotte, North Carolina. Today marks the third annual National Online Bank Day which was established by Ally Bank in 2015 to emphasize the value, ease and convenience of banking with online-only institutions, which are available 24 hours a day, seven days a week to serve customers.

In line with Ally's commitment to do "[Seriously Anything](#)" for its customers, the bank wanted to create an innovative experience to highlight the importance of helping consumers stay connected and make banking easy and stress free. Building on its heritage as a leading online-only bank and digital disruptor, Ally commissioned a customized drone to surprise and delight shoppers with free mobile phone chargers to keep them "in charge" while on the go.

"National Online Bank Day is the perfect time to demonstrate how Ally does it right for consumers, going as far as delivering phone chargers to make sure they can bank anytime, anywhere," said Diane Morais, president of Consumer & Commercial Banking Products at Ally Bank.

**Follow Ally's drone story on social media through hashtag #NationalOnlineBankDay and on the Ally media site at <https://media.ally.com/index.php?s=20325&item=1629>*

The ability to charge mobile phones anytime, anywhere gives consumers the freedom to be in charge of many aspects of their lives, including when and how one banks. In fact, a 2016 survey¹ commissioned by electronics company LG regarding how consumers feel when their mobile phones run out of battery found that 90 percent of people suffer from the fear of their phone dying. Additionally, 46 percent of people say they feel embarrassed to ask a total stranger to use their charger, but would anyway because the anxiety of a dead smartphone is too great.

In its own survey on consumers' relationships with their banks, Ally Bank found a positive sign that financial institutions are heeding the call in recent years to focus on making the banking experience simpler and frictionless. In the survey, 82 percent of respondents agreed that their bank is committed to doing everything it can to meet their banking needs.

"As the bank that set out on a journey eight years ago to disrupt the status quo and challenge the win-lose practices in the banking industry, we're pleased this survey indicates that Americans feel their financial institution will go above and beyond to help meet their banking needs," added Morais. "Everyone wins when as an industry, we understand the importance of doing right by our customers."

Learn more about National Online Bank Day at <http://www.nationaldaycalendar.com/national-online-bank-day/>

Survey Methodology

The Ally Financial Inc. study was conducted using two probability samples: randomly selected landline telephone numbers and randomly selected mobile (cell) telephone numbers. The combined sample consists of 1,008 adults (18 years old and older) living in the continental United States. Of the 1,008 interviews, 508 were from the landline sample and 500 from the cell phone sample. The margin of error for the sample of 1,008 is +/- 3.09% at the 95% confidence level. Smaller subgroups will have larger error margins.

1. [Low Battery Anxiety Grips 9 out of Ten People](#)

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 \$164.3 billion in assets as of June 30, 2017. For more information, visit the Ally


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