

Ally and TV Personality Danny 'The Count' Koker Join to Promote Financial Awareness during NAIAS with Trivia Game

Ally Unveils Plans to Engage with Car Enthusiasts and Attendees during Detroit's Annual Auto Show

DETROIT, Jan. 11, 2018 -- Ally Financial today announced that it will team up with Danny Koker, star of the History Channel show "Counting Cars," to launch a new trivia game aimed at promoting financial awareness during this year's North American International Auto Show (NAIAS) in Detroit. Koker will host "Counting Cash," an auto finance trivia game that will be taped at the auto show and played on Ally's Facebook, Twitter and Instagram pages. Each of the questions posed in the videos will offer participants a chance to win a \$500 gift card. In addition to Counting Cash, Ally will create video tours featuring Koker discussing some of the most exciting cars at the auto show, as well as sponsoring the NAIAS Education Day and Photo Contest.

"We see the trivia game and our other activities as fun and educational ways to engage car enthusiasts during the nation's largest car show and promote a better understanding of auto financing," said Andrea (Riley) Brimmer, chief marketing and public relations officer at Ally Financial. "Our mission as a company is to 'Do It Right' for consumers, and that means providing industry-leading financial products and services, along with tips, tools and insights to help them achieve their financial goals."

The first trivia question will be live on Wednesday, Jan. 17. The other questions will be posted on Jan. 21, 22, 24, 26 and 28. Once a question is posted to Ally's social media pages, participants will have 48 hours to submit their answer in the comments section under the video.

A winner for each question will be randomly selected from the commenters who answer correctly and will receive a \$500 gift card. More information about the trivia game will be available on Ally's social media accounts during the Auto Show. Those who would like to brush up on their auto finance knowledge can check out Ally's financial education site, Ally Wallet Wise, at www.allywalletwise.com.

New Videos of Koker Touring Vehicles

Ally and Koker will post several 360-degree video tours of the coolest cars at NAIAS. In the videos, Koker will highlight interesting features that he thinks make each vehicle special. The first two videos will be livestreamed on Ally's Twitter page on Wednesday, Jan. 17 at 10:30 a.m. ET. All of the videos will be available on Ally's Twitter, Facebook and YouTube pages.

Photo Contest

As part of its auto show activities, Ally will again sponsor the NAIAS 2018 Photo Contest. Photographs can be submitted in one of three categories: Best Production Car, Best Concept Car and Most Creative. One winner will be chosen for each category based on online voting. The winners will receive a pair of Bose SoundSport headphones. To be eligible, photos must be taken during public show days at NAIAS and submitted through the NAIAS website before 7 p.m. ET on Sunday, Jan. 28. For more information, including full terms and conditions, visit <https://naias.com/about/public-show/contests/photo-contest/rules/>.

Education Day

Ally is also a proud sponsor of the 14th annual Education Day at NAIAS on Wednesday, Jan. 24. During Education Day, students throughout Michigan come to the show to learn about the automotive industry, vehicle technology and career opportunities. Ally will be hosting a session on financial education to help the participating students create a balanced budget and learn the importance of maintaining a personal budget.

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 \$164.0 billion in assets as of September 30, 2017. For more information, visit the Ally press room at <https://media.ally.com> or follow Ally on Twitter: @AllyFinancial.

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