

## **Jimmie Johnson and Ally Unveil the Paint Scheme for the New No. 48 Ally Chevrolet**

**They also make a young fan's wish to attend the DAYTONA 500 come true**

- [click here for more photos.](#)

NEW YORK, Jan. 11, 2019 /PRNewswire/ -- Legendary NASCAR driver Jimmie Johnson and Ally revealed the new look for the No. 48 Ally Chevrolet this morning, unveiling a blend of Ally's unique branding along with Johnson's iconic number and color.



"This is an exciting beginning with Ally, and we wanted a car that conveyed that excitement to our fans," Johnson said this morning after unveiling the new car on Good Morning America. "Personally, I've put a ton of time in on this paint scheme to help our team develop the new look."

In October, Ally, a leading digital financial services company, announced that it would join Hendrick Motorsports as the whole-season primary sponsor of Johnson's team in 2019 and 2020. The sponsorship will feature Ally on the champion driver's cars throughout the full 38-race NASCAR schedule, beginning with February's 2019 DAYTONA Speedweeks and the 61<sup>st</sup> running of the DAYTONA 500.

"We wanted Jimmie and fans throughout the country to love the car, so we were ecstatic that he took such a hands-on approach to developing a paint scheme that would stand out and his fans would embrace," said Andrea Brimmer, chief marketing and PR officer for Ally. "It's just another example of why our relationship is such a great match. His values line up with Ally's approach. We both have high standards and want to make sure we 'Do it Right' for our fans and customers."

Johnson, who is signed with Hendrick Motorsports through 2020, selected a black gloss as his base color with matte decals in Ally's color pallet. Johnson's iconic neon yellow 48 will anchor the car.

### **10-Year-Old Race Fan's Wish Comes True**

One of Johnson's most-avid fans was on hand for the reveal in New York at the GMA studio. Johnson and Ally teamed with Make-A-Wish® to surprise 10-year-old Trevin of Florida, by flying him and his father, an armed services veteran, to New York for the car reveal and revealing that his wish to attend the DAYTONA 500 would come true. Trevin, who has cystic fibrosis and is a big NASCAR fan, will attend the race as Johnson's guest.

"Today is such an incredible day for Trevin. We are grateful to Ally and Jimmie Johnson for inviting Trevin to this car and wish reveal today," said Shaina Reeser, director of sports and entertainment for Make-A-Wish. "For 15 years, Jimmie Johnson has been committed to granting wishes for children with critical illnesses and understands the importance of a wish come true. We are enormously grateful for his support and passion for creating life-changing moments for wish kids."

### **New Beginning**

This year marks a new beginning for Johnson, who in addition to getting a new sponsor with Ally also has a new crew chief in Kevin Meendering. Johnson has seven NASCAR titles – equaled only by legends Richard Petty and Dale Earnhardt – that include five in a row from 2006 to 2010. "I'm invigorated as we chase an eighth title," said Johnson, the only race car driver ever to be named the Associated Press Male Athlete of the Year. "I feel like we have something to prove."

Brimmer said the timing is perfect for Ally to team with Johnson. "We are proud to have his back as he goes for this monumental achievement. Everyone relies on allies as they chase their goals and dreams – from the person looking to buy a new car or home to a world-class athlete looking to make auto racing history."

### **ABOUT ALLY FINANCIAL INC.**

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of \$173.1 billion as of September 30, 2018. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve approximately 18,000 dealer customers

and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>

#### **ABOUT HENDRICK MOTORSPORTS**

Founded by Rick Hendrick in 1984, Hendrick Motorsports has earned 252 points-paying race victories and a record 12 car owner championships in the premier NASCAR Cup Series. The organization fields four full-time Chevrolet teams on the Cup circuit with drivers Chase Elliott, William Byron, Jimmie Johnson and Alex Bowman. Headquartered in Concord, North Carolina, Hendrick Motorsports employs more than 600 people. For more information, please visit [HendrickMotorsports.com](http://HendrickMotorsports.com) or interact on Twitter, Facebook and Instagram.

#### **MEDIA INFORMATION:**

Brenda Rios

Ally Financial Inc.

[Brenda.rios@ally.com](mailto:Brenda.rios@ally.com)

313.656.6809

Amy Stock, Hendrick Motorsports

704.455.3400

[astock@hmsracing.com](mailto:astock@hmsracing.com)

SOURCE Ally Financial

---

Additional assets available online:  [Photos \(2\)](#)