Ally raising the woof on Pocono Raceway's Bark Park



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-- Ally Financial signs multi-year agreement as the raceway's infield dog park sponsor.
-- NASCAR Cup Series star, and driver of the Ally No. 48 Chevrolet Camaro, Alex Bowman to visit Ally Bark Park on Sunday, July 23, prior to Pocono 400 for meet-and-greet with fans and their dogs.

LONG POND, Pa. (July 12, 2023) –Ally Financial Inc. (NYSE: ALLY) has signed a multi-year agreement as the entitlement sponso of the Ally Bark Park at Pocono Raceway. The Ally Bark Park, the first permanent dog park located inside a NASCAR racetrack, wil be bustling with activity during the July 21-23 Pocono 400 NASCAR race weekend. The park's 7,000-square-foot layout features ar array of climbing and jumping obstacles for dogs of all sizes.

Together, Ally, the Official Consumer Bank of NASCAR and NASCAR-owned tracks, and Alex Bowman, driver of the Ally No. 48 Chevrolet Camaro ZL1 for Hendrick Motorsports, are dedicated to improving animal welfare through their support of Best Friends Animal Society, a leading animal welfare organization working to end the killing of cats and dogs in shelters by 2025. As an extension of this support, the Ally Bark Park will provide a fun and safe area for pups to play during races at Pocono Raceway. Since their collaboration in 2021, Ally and Bowman have donated more than $400,000 to Best Friends.

"Pocono is thrilled to welcome Ally to our pack," Pocono Raceway President Ben May said. "The Ally Bark Park has been a huge hi with our fans, especially the four-leggers. Fans being able to connect with a brand like Ally and a driver like Alex through their shared love of dogs is really something special. That kind of stuff doesn't just happen every day."

Bowman will take part in a meet-and-greet with fans and their dogs from 11:30-11:45 a.m. on Sunday, July 23, prior to the start of the Pocono 400 NASCAR Cup Series race. This will be a free event for a select number of fans with Pocono Raceway providing wristbands on a first-come, first-serve basis. Ally Pup Crew bandanas, Alex Bowman Racing dirt car dog toys, collars, leashes and more will be distributed to fans and their four-legged friends at the event.

"When I first joined the No. 48 team, Ally asked me what causes are important to me and what my interests are," Bowman said. "Helping rescue animals is something that hits close to home since I have one myself with Roscoe. It's really cool to see Ally go all in on the dog park at Pocono Raceway, and I'm excited to be able to visit with my fans and their pets when we head there this year."

Ally and Bowman are also planning to give back to the community when they arrive for the Pocono 400. They will visit the Lehigh Valley Humane Society in Allentown on Friday, July 21, to donate items and spend time with the animals and volunteers at the shelter.

The Pocono 400 race weekend will feature four races in three days, including all three of NASCAR's National Series. The weekend begins Friday, July 21, with an ARCA Menards Series race (6 p.m.) followed by a doubleheader Saturday, July 22, featuring the NXS Explore the Pocono Mountains 225 (5:30 p.m.), and NCTS CRC Brakleen 150 (Noon). The weekend culminates with the Pocono 400 NASCAR Cup Series race on Sunday, July 23 (2:30 p.m.).

The Ally Bark Park, located in the infield on the right-hand side after coming through the Turn 2 tunnel, will be open Thursday through Sunday (8 a.m.–6 p.m.), and is available to all camping guests and their four-legged friends free of charge.

Tickets for the Pocono 400 NASCAR race weekend are on sale and various options are availableHERE. For more information, please visit www.poconoraceway.com.

About Ally Financial

Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves more than 11 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings. For more information, please visit www.ally.com and follow @allyfinancial.

For more information and disclosures about Ally, visithttps://www.ally.com/#disclosures.

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About Pocono Raceway

Pocono Raceway, also known as ‘The Tricky Triangle,’ is family-owned and situated in the beautiful Pocono Mountains of Pennsylvania. In business for over 50 years, the Raceway hosts multiple, national motorsports events including the NASCAR Cup Series, NASCAR Xfinity Series, NASCAR CRAFTSMAN Truck Series and ARCA Menards Series events each year. The facility’s calendar also consists of over 200 events including Tough Mudder and a wide range of car clubs and racing schools. Pocono Raceway is recognized as the world’s first, privately-owned solar-powered sports facility. Their 25-acre, three-megawatt solar farm provides the energy needs of the Raceway, as well as, adds electricity to the local power grid. Each member of our raceway staff is committed to creating exciting experiences and lifelong memories. For more information, please visit www.poconoraceway.com.

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