Second generation auto dealer named the 2025 Ally Sees Her Award Winner, recognizing two decades of industry service

LAS VEGAS, Aug. 29, 2025 /PRNewswire/ -- Krystal Roberts, executive manager of Advantage Auto Group's Advantage Chevrolet of Hodgkins, Ill., has been named the winner of the 2025 Ally Sees Her Award. The Ally Sees Her Award is presented by Ally Financial Inc. (NYSE: ALLY) and the National Association of Minority Automobile Dealers (NAMAD) to recognize significant achievements of women of color within automotive retail spaces and work inside of their communities.

"This award reflects more than just me. If I follow in my father's footsteps, I will be a second-generation dealer and the third female African American GM dealer in the United States. This award recognizes both my hard work, and the dedication that my parents and community have for the industry," said Roberts.

Roberts has been with the Advantage Auto Group for over 22 years, serving eight years in her current leadership role. With Roberts leading, Advantage Chevrolet has earned a spot in the top 10 Chevrolet dealerships in the Chicago and Northwest Indiana area and has leveled-up its Chevrolet standing to "superior" in car and truck sales, placing it in the top 10% of 147 statewide dealerships.

Under Roberts' leadership, Advantage Chevrolet has also seen its sales increase 20% during her 8-year tenure as Executive Manager and is now selling approximately 2,200 new and used vehicles each year.

Aside from performance, Roberts has revolutionized benefits for her employees and created space for women to lead within her dealership. Employee benefits now include extended lunch breaks for eligible employees and paid memberships to health clubs to encourage increased wellbeing and health. She has also increased female representation to 25% of employees in the last five years.

"Krystal is more than deserving of this award. She has defined herself as a standout in the industry by leading with significant impact, and Ally is proud to recognize her for being a role model for other women of color," said Tammy Linkfield, Ally Senior Vice President – Auto Central Region.

To celebrate Roberts' leadership and community involvement, Ally is donating $10,000 to the United Negro College Fund (UNCF) Chicago, a chapter of UNCF, one of the nation's largest supporters of higher education and a leading advocate for college-bound students.

Roberts has an MBA from DePaul University and is also a graduate from NADA academy. She serves as the first female chair of the General Motors Commercial Dealer Advisory Board, a group of 10 successful dealerships that analyze and implement leading business practices and represent 600 dealers nationwide. She also serves on the board of directors for the Better Business Bureau of Chicago and her local townships' board of trustees.

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 customers with deposits and securities brokerage and investment advisory services as well as auto financing and insurance offerings. The company also includes a seasoned corporate finance business that offers capital for equity sponsors and middle-market companies. For more information, please visit www.ally.com.

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