

Ally Financial Launches New Ad Campaign for Auto Business

DETROIT, March 4, 2013 – Ally Financial has launched a new advertising campaign for its U.S. automotive business, as the company continues to grow and diversify its dealer client base.

With the new theme, “Ally. It’s more than our name, it’s our promise,” the campaign features dealers sharing compelling stories of business and civic accomplishments while noting how Ally helped them achieve success. Also, Ally’s expertise in the auto industry is demonstrated through examples of how the company’s leaders and employees support dealers in selling more vehicles and improving their F&I effectiveness.

Multimedia

- [Dealer ads](#)
- [Dealer videos](#)

“We believe this campaign reflects our efforts to deliver real value that helps dealers build their brands,” said Andrea Brimmer, chief marketing officer for Dealer Financial Services at Ally. “Our name is our promise in the marketplace, and this campaign and approach is just another example of how Ally delivers on that promise.”

The campaign will span print and digital channels, and was developed with advertising agency Duffey Petrosky of Farmington Hills, Mich.

“Duffey Petrosky has been part of our roster of agencies over the past year and we are pleased with their work for our auto finance, insurance and remarketing businesses,” said Riley. “We decided to consolidate our advertising needs and confirmed Duffey Petrosky as our agency of record for 2013.”

About Ally Financial Inc.

Ally Financial Inc. is a leading automotive financial services company powered by a top direct banking franchise. Ally's automotive services business offers a full suite of financing products and services, including new and used vehicle inventory and consumer financing, leasing, inventory insurance, commercial loans and vehicle remarketing services. Ally Bank, the company's direct banking subsidiary and member FDIC, offers an array of deposit products, including certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking. Ally's Commercial Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately \$182.4 billion in assets as of Dec. 31, 2012, Ally operates as a bank holding company. For more information, visit the Ally media site at <http://media.ally.com> or follow Ally on Twitter: @Ally.

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