Ally’s “New Car Smell” Captures the Essence of Car and Driver

DETROIT, Jan. 11, 2016 - Does your new luxury coupe smell like a mix of plush leather, shoe polish, caviar and Benjamins? Maybe it should. Ally’s “New Car Smell” exhibit at the 2016 North American International Auto Show (NAIAS) in Detroit invites consumers to explore eight new car scents that reflect the spirit and style of both car and driver, or create their own unique virtual scent using an interactive iPad app. The exhibit will be open from January 11 - 24 at Ally’s booth, located in front of Hall B at Detroit’s Cobo Center.

“Ally’s New Car Smell exhibit is a fun way for consumers to think beyond the typical smell of a new car, and explore scents that match the persona of their vehicle,” said Andrea Brimmer, chief marketing officer at Ally. “The experience takes a creative and humorous approach to the personalization that we see trending across the auto industry.”

Visitors to Ally’s New Car Smell counter at NAIAS can sample eight different fragrances, designed to capture the personality and essence of different cars and drivers. Or they can create their own personalized virtual scent via an iPad app, which can be uploaded and shared on social media. The New Car Smells on display at the booth include:

**City Compact**
43% Cappuccino, 29% Hairspray, 25% Lipstick, 3% Yoga Mat
In the city rat race, you’re the mouse leading the pack. Grip the wheel, toot the tiny horn and park where others can only dream. Beep beep!

**Luxury Coupe**
67% Plush leather, 28% Shoe Polish, 4% Caviar, 1% Benjamins
Hire a chauffeur and load up on lobster: you’ve arrived. Enjoy the refined air of the 1%. The road is your red carpet, pedestrians your paparazzi. Don’t spare the horses, Jeeves.

**Eco Friendly Hybrid**
80% Water, 14% Grass, 5% Tofu, 1% Smug
What Mother Nature would drive if she had a license. Birds, trees and flowers are your co-pilots. Smile the smile of the righteous, my friend, and put your foot down. Lightly.

**Muscle Car**
52% Nitrous Oxide, 20% Testosterone, 20% Burnt Rubber, 8% Brimstone
Hang your elbow out the window and let the wind blow through your armpit hair. This is life. This is living. The road is your story. Write it, fast.

**Trusty Sedan**
40% Pleather, 35% Pine, 22% Instant Coffee, 3% Fanny Pack
Man’s best friend on four wheels. Waiting, idling, never stalling. You might top out at 100, but your engine will run forever. Stay in the middle of the road and paint the town beige.

**Pick- Up Truck**
57% Bonfire, 21% Axle Grease, 16% Flannel, 6% Beard
Behold: the chariot of the free man. Or woman. The destroyer of bugs, the hauler of the weak. Gasoline and sweat run through its veins... and enter your nose. Breathe deeply and roar.

**Family Wagon**
44% Baby Wipes, 31% Stain Remover, 22% Crayon, 3% Regret
I spy, with my little nose, something beginning with kids. The mighty Family Wagon: mobile crib and canteen. Breathe in the heady musk of crayons and baby powder. This is your future. Are we there yet, they wail. Soon enough, my friend, soon enough...

**Rugged SUV**
57 % Mud, 21% Tree Bark, 16% Sweat, 6% Roadkill
Go anywhere. Do anything. You’re as free as the mighty bald eagle but not necessarily bald. Breathe the air of the mountains or the shopping mall, you decide. Turn the key and unlock freedom.

Also available in Ally’s booth is the Ally Auto Alley digital car design experience, which allows attendees to
create personal car designs using iPad programs. Participants can select different vehicle types and options and then add custom paint, designs and patterns to create a unique virtual car. Designs can be shared on social media, and entered for a chance to win a trip to Cancun, Mexico.

For more information about Ally, please visit www.ally.com or visit Ally’s booth at NAIAS located in front of Hall B at Detroit’s Cobo Center.

**About Ally Financial Inc.**

Ally Financial Inc. (NYSE: ALLY) is a leading automotive financial services company powered by a top direct banking franchise. Ally’s automotive services business offers a full spectrum of financial products and services, including new and used vehicle inventory and consumer financing, leasing, vehicle service contracts, commercial loans and vehicle remarketing services, as well as a variety of insurance offerings, including inventory insurance, insurance consultative services for dealers and other ancillary products. 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 Corporate Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately $156.1 billion in assets as of Sept. 30, 2015, Ally operates as a financial 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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