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## **Ally Financial Offers eContracting on the Dealertrack Platform**

*Relationship Will Accelerate the Acceptance of eContracting and Mobile Signatures in 2016*

**Lake Success, N.Y., March 23, 2016** – Helping to further advance the adoption of digital technologies among automotive finance lenders and dealers, Dealertrack® today announced that Ally Financial is now broadly available for eContracting through the Dealertrack platform. Dealers in 42 states currently have access to Ally for eContracting via Dealertrack, and the remaining eight states are expected to have accessibility over the next several weeks.

“eContracting is gaining momentum and popularity — and will be a vital part of the car buying process in the years to come because of its convenience and efficiency,” said Tim Russi, president, Automotive Finance, Ally. “The broad availability of eContracting on the Dealertrack F&I platform gives more dealers the opportunity to evolve their contract process and receive faster funding with Ally, thus giving car buyers a better customer experience.”

From generating contracts for execution to the electronic verification, signature, submission and storage of contracts, Dealertrack delivers a true, end-to-end eContracting solution for dealers and lenders. Since introducing its eContracting solution several years ago, Dealertrack has booked well over three million eContracts. Mobile options are also available, and contract review and signing can be performed on either an iPad® or Android™ tablet.

“Digital technology is transforming the way dealers and car buyers interact, including the finalization of deals and contracts,” said Mark Furcolo, senior vice president, Lender Solutions, Dealertrack. “eContracting is a key part of Dealertrack’s Dealflow Advantage, uniting online and in-store processes and linking the customer journey to facilitate a transparent, efficient process for car buyers, dealers and automotive finance providers, such as Ally.”

**About Dealertrack ([www.dealertrack.com](http://www.dealertrack.com))**



Dealertrack, a Cox Automotive brand, delivers integrated digital solutions designed to enhance the efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, vehicle manufacturers, third-party retailers, agents and aftermarket providers. From bridging the gap between the online and in-store experience to developing industry leading innovations, Dealertrack is transforming automotive retailing through its comprehensive award-winning solution set, including Dealer Management System (DMS), F&I and Registration and Titling solutions.

**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 \$158.6 Billion in assets as of Dec. 31, 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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