

2025 NADA Show

New Orleans • January 23 – 26, 2025

Despite a record-setting 10 inches of snow in New Orleans during the “Bayou Blizzard,” Ally hosted events and sponsored activities that strengthened our brand, reputation, and dealer relationships at the 2025 NADA (National Automobile Dealers Association) Show. Recognizing the importance of the show for deepening dealer connections, Ally team members, facing significant flight delays and cancellations, persevered to reach the industry’s biggest conference. One team member even drove 17 hours from Miami. NADA reported that about 70 percent of show registrants attended the conference. Regardless of the obstacles, Ally made the most of its time at NADA. Here’s a summary of our activities.



AFSA (the American Financial Services Association), which represents the auto finance industry, held its vehicle finance conference ahead of the NADA Show. Several Ally leaders attended the conference that drew about 450 attendees. The storm weakened attendance as 700 people had registered. **Kevin Burk, Senior Director, Dealer Credit**, addressed AFSA’s Credit Committee, while **Kathy Ruble, Executive Director, Dealer Financial Services Marketing**, provided an AFSA Education Foundation update. Both chair those respective committees.



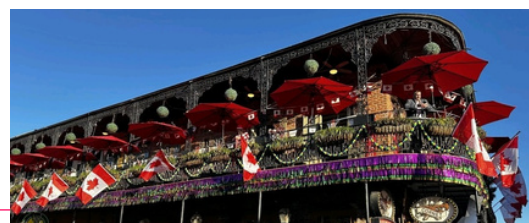
The extreme weather forced NADA to cancel most events on Wednesday and Thursday. The four Ally-sponsored activities called off because of weather included the **Chrysler Minority Dealer Association** meeting, the **Automotive News 40 Under 40** breakfast, **NADA’s Women Driving Auto Retail** event and the **Kerrigan Advisors** dinner.



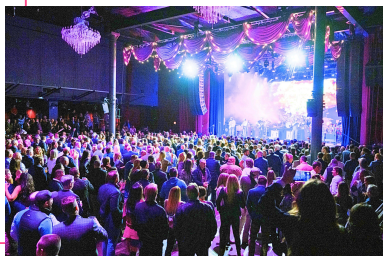
Ally kicked off its 14th year as sponsor of the **TIME Dealer of the Year** award program with a brunch to honor the nominees on Friday. As a special surprise for the dealer nominees, Ally brought in **Archie and Cooper Manning** for a Q&A session hosted by **President of Ally Dealer Insurance Daniel Eller**. The honorees took photos with the Mannings after getting inside anecdotes about the first family of football.



Ally sponsored the first official event of the show – **NADA’s opening reception** on Thursday. While attendance was lighter than normal as the participants were still making their way to New Orleans because of flight delays, the Ally name and logo welcomed those who braved the weather to make the reception that featured renowned jazz musician **Trombone Shorty**.



Ally also sponsored **Canada Night NAD'eh**, a Friday evening gathering focused on dealers to the north. The event, which had to be rescheduled from Thursday, took place at Cornet, a historic venue in the heart of the French Quarter on Bourbon Street. Approximately 50 Canadian dealers, all of whom are eligible for Ally Premier Protection, attended. Of those, about 15 also had been invited to the Ally Dealer Reception and another eight people from three dealerships were invited to Ally’s reception that same evening.



NADA opened its main stage programming with the TIME Dealer of the Year award program on Saturday morning. **Raymond Farabaugh, president of D-Patrick Inc. in Evansville, Ind.** was named the winner of the 56th annual award that recognizes industry accomplishments and community service. **Ally President of Dealer Financial Services Doug Timmerman** joined **TIME CEO Jessica Sibley** to introduce Farabaugh and the 48 other nominees for the industry's most prestigious award.



Saturday afternoon, about 40 Ally women employees, dealer guests and industry leaders participated in the **Ally Women's Networking Reception**. The event gave the women a relaxed opportunity to bond and recharge during an exhausting NADA.



Ally's five **Auto Regions, F&I, Ally Dealer Insurance, SmartAuction and Commercial Services Group** hosted two unique dealer experiences on Saturday evening. One reception took place at the **Sazerac House**, which displays the history of the Sazerac cocktail and its role in New Orleans culture. The second reception was at the **World War II History Museum** where attendees were free to explore exhibits while getting to know the Ally team.



To make Ally's presence at the conference exhibition hall more open and accessible, Ally completely revamped its booth this year. The new booth more prominently features our people and products. Each line of business had its own graphic displays and messaging, showcasing brand videos and key business claims.