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TIME AND ALLY FINANCIAL HONOR DERRY DEALER

**John Platek Wins National Recognition for Community Service
and Industry Accomplishments**

(New York, NY, November 8, 2021) – The nomination of John Platek, president of Betley Chevrolet Inc. in Derry, New Hampshire, for the 2022 TIME Dealer of the Year award was announced today by TIME.

Platek is one of a select group of 47 dealer nominees from across the country who will be honored at the 105th annual National Automobile Dealers Association (NADA) Show in Las Vegas on March 11, 2022. The announcement of this year’s annual award was made by Viktoria Degtar, Global Chief Revenue Officer, TIME, and Doug Timmerman, president of Dealer Financial Services, Ally Financial.

The TIME Dealer of the Year award is one of the automobile industry’s most prestigious and highly coveted honors. Recipients are among the nation’s most successful auto dealers who also demonstrate a long-standing commitment to community service. Platek was chosen to represent the New Hampshire Automobile Dealers Association in the national competition – one of only 47 auto dealers nominated for the 53rd annual award from more than 16,000 nationwide.

“My greatest reward is watching our staff succeed, both at work and outside of work,” nominee Platek said. “It’s been very fulfilling to follow our employees’ families as they grew up, played sports, graduated school and became the next generation of success stories.”

Platek is a 1981 graduate of Saint Anselm College in Manchester, New Hampshire, where he earned a degree in business and economics. While he was in college, his father, John T. Platek, purchased the store where he had been employed since 1958, Betley Chevrolet. And while Platek had other plans for his future, he always knew a career at the dealership was an interesting option.

“My father had a tremendous work ethic, and, without completing high school, worked his way up from mechanic to dealer principal,” Platek said. “I grew up at the dealership, as my father worked long hours, and I always loved to sit in the showroom cars.” Platek opted to join his father in the business and has not looked back. Over the years, he cleaned vehicles, wrote repair orders, learned the parts catalog system, reconciled monthly statements, arranged financing, stripped paint and managed vehicle inventory.

“With the exception of pulling wrenches, I don't think there's anything I haven't done in my 45-plus years,” he said. “As I worked together with my dad, I was given the responsibility of continuing growth, without losing touch with the people and ideals that made us successful.”

Today, Platek owns Betley Chevrolet and his son, Christopher, is the next generation to join the family enterprise.

With a strong management team in place, Platek was able to devote time to other endeavors and he chose to volunteer with the New Hampshire Automobile Dealers Association. He has been part of the leadership team for more than 25 years and has served as chair, vice chair and currently, director of the group's health insurance trust.

“I am proud that our organization is regarded as one of the most influential at the state government level,” he said. “We worked hard to achieve the most comprehensive Dealer Bill of Rights in the country. In addition, I am proud that our state was the first to recognize dealer sales departments as essential during the pandemic.”

On a local level, Betley Chevrolet supports numerous area organizations and community initiatives. A few examples include Center for Life Management (mental health and substance use services); Greater Derry Londonderry Chamber of Commerce; Derry Diamond Athletic Association; Derry Soccer Club; Manchester Regional Youth Hockey Association; Lake Shore Park Club Scholarship Fund; West Running Brook Middle School; East Derry Memorial Elementary School; South Range Elementary School; Grinnell Elementary School; Derry Village School and Ernest P. Barka Elementary School.

“I am glad I have been able to accomplish a lot in my industry and my community while our dealership continues to prosper,” Platek said. “I always remember the lesson my father taught me: Character matters, and it's more important than money.”

Dealers are nominated by the executives of state and metro dealer associations around the country. A panel of faculty members from the Tauber Institute for Global Operations at the University of Michigan will select one finalist from each of the four NADA regions and one national Dealer of the Year. Three finalists will receive an additional \$5,000 for their favorite charities and the winner will receive an additional \$10,000 to give to charity, donated by Ally.

In its eleventh year as exclusive sponsor, Ally also will recognize dealer nominees and their community efforts by contributing \$1,000 to each nominee's 501(c)3 charity of choice. Nominees will also be recognized on AllyDealerHeroes.com, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

“In cities and towns across the country, auto dealers make a big economic impact—going the extra mile to strengthen their communities,” said Doug Timmerman, president of dealer financial services, Ally. “It’s an incredible achievement to be nominated for TIME Dealer of the Year. The program not only recognizes leadership in business and customer service, but also a commitment to giving back and doing it right.”

Platek was nominated for the TIME Dealer of the Year award by Pete McNamara, president of the New Hampshire Automobile Dealers Association. He and his wife, Elaine, have two children.

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About TIME

TIME is a global media brand that reaches a combined audience of more than 100 million around the world. A trusted destination for reporting and insight, TIME’s mission is to tell the stories that matter most, to lead conversations that change the world and to deepen understanding of the ideas and events that define our time. With unparalleled access to the world’s most influential people, the immeasurable trust of consumers globally, an unrivaled power to convene, TIME is one of the world’s most recognizable media brands with renowned franchises that include the TIME100 Most Influential People, Person of the Year, Firsts, Best Inventions, World’s Greatest Places and premium events including the TIME100 Summit and Gala, TIME100 Health Summit, TIME100 Next and more.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to "Do It Right" for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender, which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services. A relentless ally for all things money, Ally helps people save well and earn well, so they can spend for what matters. For more information, please visit www.ally.com and follow @allyfinancial.

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About the NADA Show

The annual NADA Show brings together more than 20,000 franchised dealers and their employees, industry leaders, manufacturers and exhibitors to learn about the latest auto industry tools, trends, products and technologies.