

Cash Bonus Promotional Offer: Terms & Conditions

Effective February 22, 2024

Updated on December 1, 2024

These Terms & Conditions were updated on December 1, 2024, to extend the offer period through December 31, 2025.

The Basics

Ally Auto customers can get a cash bonus of \$250 for opening and funding a new Ally Bank Spending Account using offer code allyauto250, setting up a Qualifying Direct Deposit, and receiving at least \$1,500 in Qualifying Direct Deposit payments within 60 days from when you open your new Spending Account. Here are the basic steps to qualify, which we'll cover in more detail below:

1. Open and fund a new Ally Bank Spending Account by 12/31/25, using offer code allyauto250. You must be an Ally Auto customer at the time of account opening. Remember! You must fund your account with any amount within 30 days, otherwise the account will automatically close.
2. Set up a Qualifying Direct Deposit (QDD) and receive QDD payment(s) totaling a minimum of \$1,500 within 60 days after opening your new Ally Bank Spending Account.
3. Keep your Ally Bank Spending Account open and in Good Standing until we deposit your bonus. Your bonus will be deposited within 30 days after you reach the \$1,500 QDD minimum within the 60-day period outlined in Step 2.

This unique offer is only available to current Ally Auto customers who are in Good Standing at the time of account opening, do not have an existing Ally Bank deposit account nor have they had an Ally Bank deposit account within the last year, from the date of enrollment, which would include both Spending Accounts and Excluded Accounts with Ally Bank. Customers that have previously participated in a similar Direct Deposit Offer with Ally Bank are excluded from participating in this Direct Deposit Offer. We're all about playing fair, so if we believe you're trying to game or abuse this offer, you won't be allowed to participate in this offer or any future offers.

The Details – Definitions

Spending Account – New Ally Bank Spending Account

Excluded Account(s) – Accounts that aren't eligible for the cash bonus are any account other than a Spending Account noted above, including, but not limited to Ally Bank Savings Accounts, Money Market Accounts, Certificates of Deposit (CDs), Individual Retirement Accounts (IRAs), accounts owned by a trust, Uniform Gift to Minors Act (UGMA) accounts, Uniform Transfers to Minors Act (UTMA) accounts, and other fiduciary accounts.

Account Opening & Funding Period – To receive the bonus you must open your new Spending Account by 12/31/25. There is no minimum funding amount; however, your new account must be funded within 30 days of account opening.

Direct Deposit Requirement – You'll have until 12/31/25 to open a new Spending Account and 60 days from when you open your new Spending Account to receive a minimum of \$1,500 in Qualifying Direct Deposit payments in your Spending Account to qualify for the bonus.

Qualifying Direct Deposit (QDD)– Your Qualifying Direct Deposit needs to be an electronic deposit from an employer payroll, payroll provider service, or benefits payer (such as Social Security or Military Pay) and must be clearly identifiable by Ally as such. Person to Person payments (such as Zelle®) are not considered a QDD. Electronic check deposits made via your device (eCheck) are not considered QDD.

Good Standing – In relation to your our Ally Bank Spending Account, the account must be open, not restricted (e.g., not flagged for fraud), and not have a negative balance to be considered in Good Standing. In relation to your Ally Auto account, the account must not be delinquent.

Rules

This is an online offer only—there are no in-person, mail-in, call-in, or other offline methods to participate. One bonus per customer and only one bonus paid per account. For example, if two account holders open a joint account, only one account holder will receive the bonus.

You must open and fund your Spending Account using offer code allyauto250 by 12/31/25 and receive a total of \$1,500 in Qualifying Direct Deposits within 60 days from when you open your new account. You must be a current Ally Auto customer who is in Good Standing at the time of account opening. All new Direct Deposits must be posted in your Spending Account within 60 days from when you open your account to qualify for the bonus. Some Direct Deposits may not take effect until 2 payroll cycles. Direct Deposits that are still pending or in process after 60 days from when you open your new account do not qualify.

Your Spending Account must be open and in Good Standing at the time of the bonus payout to receive your bonus. There is no minimum balance requirement for your deposit account. If you've followed the eligibility requirements, we'll pay your bonus to your Spending Account within 30 days of satisfying all applicable Terms & Conditions of this bonus. If you open more than one Spending Account, we'll pick an account to fulfill. You will receive an email with your bonus details closer to bonus payout.

We won't pay your bonus by check or by transfer to another financial institution. We reserve the right to refuse to open an account, pay out a bonus at any time and for any reason, and the bonus offer end date is subject to change. Any disputes relating to these Terms & Conditions must be made within 150 days of the opening date of the Spending Account at Ally Bank.

We'll treat the bonus as interest for tax reporting purposes. You should talk to your tax advisor about potential impacts to your tax liability.