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**TIME AND ALLY FINANCIAL HONOR WOODVILLE DEALER**

**Michael Rouen Wins National Recognition for Community Service  
and Industry Accomplishments**

(New York, NY, October 16, 2024) – The nomination of Michael Rouen, president of Rouen Chrysler Dodge Jeep Ram in Woodville, Ohio, for the 2025 TIME Dealer of the Year award was announced today by TIME.

Rouen is one of a select group of 49 dealer nominees from across the country who will be honored at the 108<sup>th</sup> annual National Automobile Dealers Association (NADA) Show in New Orleans, Louisiana, on January 25, 2025.

The TIME Dealer of the Year award is one of the automobile industry’s most prestigious and highly coveted honors. The award recognizes the nation’s most successful auto dealers who also demonstrate a long-standing commitment to community service. Rouen was chosen to represent the Ohio Automobile Dealers Association in the national competition – one of only 49 auto dealers nominated for the 56<sup>th</sup> annual award from more than 20,000 nationwide.

“Hiring great people has been a key component of my success,” nominee Rouen said. “I find it rewarding to see employees grow and prosper and even become small business owners themselves”

Rouen is a natural entrepreneur who started his first business at age 19. A 1971 graduate of St. Francis de Sales School in Toledo, Ohio, he borrowed \$1,000 from his father to open a Union 76 (now 76) gas station in an industrial neighborhood.

“I used credit to stock the business and after two years, I accumulated a dozen fleet accounts, providing mechanical repair and fueling services,” he said. “I learned to perform most light mechanical service myself and with my staff, we provided a high level of customer service.”

When his father became ill and was unable to run his own business full-time, Rouen stepped in. At age 22, he became his dad’s partner in a franchise automotive aftermarket company called Ziebart, which he operated solely for 14 years after his father passed away.

“I ultimately had nine stores in three states,” he said. “My favorite customers were new car dealers, so when a client proposed that I buy his small Chrysler Plymouth store in Woodville in 1986, I seized the opportunity.”

Rouen later added a Dodge dealership and a Jeep store to his portfolio, then consolidated them all in Woodville and established Rouen Chrysler Dodge Jeep Ram, which he owns with his business partner, Kevin Carnicom. His daughter, Nicole Hopkins, has been his marketing manager for 22 years.

“The dealership only sold 72 new and used vehicles a year when I acquired it,” he said. “Today, we sell more than 2,000 and consistently receive the highest customer satisfaction ratings.”

A board member for the Ohio Automobile Dealers Association and Toledo Automobile Dealers Association, Rouen has contributed to fundraising efforts, charity events management, and lobbying on the state and national level.

“I feel it is important to get involved in these great associations to advocate for fellow dealers and strengthen the auto industry in our state,” he said.

In the area of community service, Rouen combined his auto industry connections and entrepreneurial skills to create a charity that is devoted to helping children. He co-founded Auto Dealers United for Kids (ADUK) with fellow Toledo auto dealers 20 years ago. The organization raises funds through a preview charity gala the night before the opening of the Toledo Auto Show, as well as from other donors.

“I have not been involved with a large number of civic organizations, but I certainly have helped to lead one big one,” he said. “ADUK has donated more than \$2.5 million to children's charities since its inception.”

In addition, Rouen's own dealership supports Catholic Club (uptown Toledo); Safe Kids Greater Toledo; YMCA Storer Camps; Children's Rights Collaborative of Northwest Ohio; Make-A-Wish; Partners in Education; Adopt America Network; First Tee-Lake Erie; Good Grief of Northwest Ohio; and others.

"Helping other people is the most rewarding impact I have made," he said. "This career has provided the means to enable me to contribute to an array of children's charities and make a difference."

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 \$5,000 for their favorite charities and the winner will receive \$10,000 to give to charity, donated by Ally.

In its 14<sup>th</sup> 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 be recognized on **AllyDealerHeroes.com**, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

"At TIME, our commitment to recognizing the exceptional contributions of automotive dealers remains as strong as ever," said Jessica Sibley, CEO of TIME. "The TIME Dealer of the Year award continues to celebrate those who not only excel in their profession but also make a meaningful impact in their communities. We are thrilled to continue this legacy in partnership with Ally."

Doug Timmerman, Ally president of Dealer Financial Services, said, "Auto dealers are the backbones of their communities, providing civic support and significant business leadership. Ally is proud to recognize the unwavering commitment these TIME Dealer of the Year nominees are living every day through their volunteerism, sponsorships, and support of charitable causes. They are the epitome of community heroes, making important and positive impacts in the lives of the people they serve."

Rouen was nominated for the TIME Dealer of the Year award by Zach Doran, president of the Ohio Automobile Dealers Association. Rouen and his wife, Gina, have two children.

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### ***About TIME***

*TIME is the 101-year-old global media brand that reaches a combined audience of over 120 million around the world through its iconic magazine and digital platforms. With unparalleled access to the world's most influential people, the trust of consumers and partners globally, and*

*an unrivaled power to convene, TIME's mission is to tell the essential stories of the people and ideas that shape and improve the world. Today, TIME also includes the Emmy Award®-winning film and television division TIME Studios; a significantly expanded live events business built on the powerful TIME100 and Person of the Year franchises and custom experiences; TIME for Kids, which provides trusted news with a focus on news literacy for kids and valuable resources for teachers and families; the award-winning branded content studio Red Border Studios; the sustainability and climate action division TIME CO2 and more.*

### ***About Ally Financial***

*Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves approximately 11 million customers through a full range of online banking services (including deposits, mortgage, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings. For more information, please visit [www.ally.com](http://www.ally.com)*(opens in new window)*. For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>*(opens in new window)*. For further images and news on Ally, please visit <http://media.ally.com>*(opens in new window)*.*

### ***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.*