

Ally Financial Inc.
Form 424B3
March 12, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
3/12/2018
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 3/12/2018 through | Under \$15,000 | 1.00% | 1.01% |
| | \$15,000 through \$50,000 | 1.20% | 1.21% |
| 3/18/2018 | \$50,000 and above | 1.35% | 1.36% |