

Ally Financial Inc.  
Form 424B3  
March 19, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
3/19/2018  
(To  
Prospectus File No. 333-178919  
Dated May  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| <b>Effective Dates</b> | <b>Principal Amount</b>   | <b>Rate</b> | <b>Yield</b> |
|------------------------|---------------------------|-------------|--------------|
| 3/19/2018 through      | Under \$15,000            | 1.00%       | 1.01%        |
|                        | \$15,000 through \$50,000 | 1.20%       | 1.21%        |
| 3/25/2018              | \$50,000 and above        | 1.35%       | 1.36%        |