

Ally Financial Inc.  
Form 424B3  
September 17, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
9/17/2018  
(To  
Prospectus  
Dated File No. 333-178919  
December  
12, 2017)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| <b>Effective Dates</b> | <b>Principal Amount</b>   | <b>Rate</b> | <b>Yield</b> |
|------------------------|---------------------------|-------------|--------------|
| 9/17/2018 through      | Under \$15,000            | 1.50%       | 1.51%        |
|                        | \$15,000 through \$50,000 | 1.70%       | 1.71%        |
| 9/23/2018              | \$50,000 and above        | 1.85%       | 1.87%        |