

Ally Financial Inc.
Form 424B3
March 18, 2019

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
03/18/2019
(To
Prospectus
Dated File No. 333-222012
December
12, 2017)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 03/18/2019 through | Under \$15,000 | 1.90% | 1.92% |
| | \$15,000 through \$50,000 | 2.10% | 2.12% |
| 03/24/2019 | \$50,000 and above | 2.25% | 2.27% |