

Ally Financial Inc.  
Form 424B3  
September 12, 2011

Pricing Supplement Dated September 12, 2011  
(To Prospectus Dated May 24, 2010)

Rule 424 (b) (3)  
File No.  
333-156775

Ally Financial Inc.  
Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 9/12/2011 through 9/18/2011