

Ally Financial Inc.
Form 424B2
March 16, 2015

Filed under Rule 424(b)(2), Registration Statement No. 333-183535

Preliminary Pricing Supplement No. 69 - Dated Monday, March 16, 2015 (To: Prospectus dated August 24, 2012)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor's Option |
|--------------|------------------|-----------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-------------------|
| 02006DFU0 [] | | 100.000% (1) | 1.125% | [] | Fixed | 3.500% | Monthly | 03/15/2018 | 04/15/2015 | \$1.85 | Yes |

Redemption Information: Callable at 100% on 3/15/2016 and Monthly thereafter with 30 Calendar Days Notice.

(1) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for the account of their advisory clients may be offered Notes at a 0.4500% discount to the public offering price.

02006DFV8 [] 100.000% (2) 1.700% [] Fixed 3.800% Monthly 03/15/2020 04/15/2015 \$2.01 Yes Senior Unsecured Notes
Redemption Information: Callable at 100% on 3/15/2016 and Monthly thereafter with 30 Calendar Days Notice.

(2) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for the account of their advisory clients may be offered Notes at a 0.7500% discount to the public offering price.

Ally Financial Inc. Offering Date: Monday, March 16, 2015 through Monday, March 23, 2015
Trade Date: Monday, March 23, 2015 @ 12:00 PM ET

Ally Financial Inc.

Settle Date: Thursday, March 26, 2015

Minimum Denomination/Increments: \$1,000.00/\$1,000.00

Ally Financial Term Notes, Series A

Initial trades settle flat and clear SDFS: DTC Book Entry only

DTC Number 0235 via RBC Dain Rauscher Inc

**Prospectus
dated August
24, 2012**

Agents: Incapital LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan

If the maturity date or an interest payment date for any note is not a business day (as term is defined in prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.