

Ally Financial Inc.  
Form 424B3  
January 16, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
1/16/2018  
(To  
Prospectus  
Dated May File No. 333-178919  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| Effective Dates   | Principal Amount          | Rate  | Yield |
|-------------------|---------------------------|-------|-------|
| 1/16/2018 through | Under \$15,000            | 0.85% | 0.85% |
|                   | \$15,000 through \$50,000 | 1.00% | 1.01% |
| 1/21/2018         | Over \$50,000             | 1.15% | 1.16% |