

Ally Financial Inc.  
Form 424B2  
September 10, 2012

**Filed under Rule 424(b)(2), Registration Statement No. 333**  
Preliminary Pricing Supplement No. 1 - Dated Monday, September 10, 2012 (To  
dated August 24, 2012)

| CUSIP<br>Number | Principal<br>Amount | Selling<br>Price | Gross<br>Concession | Net<br>Proceeds | Coupon<br>Type | Coupon<br>Rate | Coupon<br>Frequency | Maturity<br>Date | 1st<br>Coupon<br>Date | 1st<br>Coupon<br>Amount | Survivor<br>Option |
|-----------------|---------------------|------------------|---------------------|-----------------|----------------|----------------|---------------------|------------------|-----------------------|-------------------------|--------------------|
| 02006DAA9 []    | 100.000%            |                  | 0.750%              | []              | Fixed          | 3.000%         | Monthly             | 09/15/2014       | 10/15/2012            | \$2.08                  | No                 |

**Redemption Information: Callable at 100% on 9/15/2013 and Monthly thereafter with 30 Calendar Days Notice.**

|              |          |  |        |    |       |        |         |            |            |        |    |
|--------------|----------|--|--------|----|-------|--------|---------|------------|------------|--------|----|
| 02006DAB7 [] | 100.000% |  | 1.125% | [] | Fixed | 3.250% | Monthly | 09/15/2015 | 10/15/2012 | \$2.26 | No |
|--------------|----------|--|--------|----|-------|--------|---------|------------|------------|--------|----|

**Redemption Information: Callable at 100% on 9/15/2013 and Monthly thereafter with 30 Calendar Days Notice.**

|              |          |  |        |    |       |        |         |            |            |        |    |
|--------------|----------|--|--------|----|-------|--------|---------|------------|------------|--------|----|
| 02006DAC5 [] | 100.000% |  | 1.300% | [] | Fixed | 3.700% | Monthly | 09/15/2016 | 10/15/2012 | \$2.57 | No |
|--------------|----------|--|--------|----|-------|--------|---------|------------|------------|--------|----|

**Redemption Information: Callable at 100% on 9/15/2013 and Monthly thereafter with 30 Calendar Days Notice.**

Ally Financial Inc. Offering Date: Monday, September 10, 2012 through Monday, September 17, 2012

**Ally Financial Inc.**

Trade Date: Monday, September 17, 2012 @ 12:00 PM ET

**Ally Financial Term Notes, Series A Prospectus dated August 24, 2012**

Settle Date: Thursday, September 20, 2012

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

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

DTC Number 0235 via RBC Dain Rauscher Inc

Agents: 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.

