

Ally Financial Inc.
Form 424B3
May 14, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
5/14/2018
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 5/14/2018 through | Under \$15,000 | 1.15% | 1.16% |
| | \$15,000 through \$50,000 | 1.35% | 1.36% |
| 5/20/2018 | \$50,000 and above | 1.50% | 1.51% |