

Ally Financial Inc.  
 Form 424B3  
 September 06, 2016

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
 Supplement  
 Dated: Rule 424 (b) (3)  
 09/06/2016  
 (To  
 Prospectus  
 Dated May File No. 333-178919  
 1, 2014)

Ally Financial Inc.  
 Demand Notes –  
 Floating Rate

Effective Dates	Principal Amount	Rate	Yield
09/06/2016 through	Under \$15,000	0.85%	0.85%
	\$15,000 through \$50,000	1.00%	1.01%
09/11/2016	Over \$50,000	1.15%	1.16%

**Reported Transaction(s)**

(Instr. 3 and 4)6. Ownership Form: Direct (D) or Indirect (I)

(Instr. 4)7. Nature of Indirect Beneficial Ownership

(Instr. 4)CodeVA amount(A) or (D)Price Common Stock11/15/2006 F 124,933 D \$ 2.56 614,707 <sup>(1)</sup> D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

CHRISTY LANGENFELD CYNTHIA K  
67 WHIPPANY ROAD  
WHIPPANY, NJ 07981

President, Network Solutions

## Signatures

Cynthia K. Christy-Langenfeld, by Stephen R. Reynolds as attorney-in-fact

11/17/2006

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Includes shares acquired in transactions not required to be reported and exempt from liability under Section 16.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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