

Ally Financial Inc.  
Form 424B3  
May 15, 2017

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
5/15/2017  
(To  
Prospectus  
Dated May File No. 333-178919  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| Effective Dates   | Principal Amount          | Rate  | Yield |
|-------------------|---------------------------|-------|-------|
| 5/15/2017 through | Under \$15,000            | 0.85% | 0.85% |
|                   | \$15,000 through \$50,000 | 1.00% | 1.01% |
| 5/21/2017         | Over \$50,000             | 1.15% | 1.16% |