

Ally Financial Inc.
Form 424B2
March 05, 2018

Filed under Rule 424(b)(2), Registration Statement No. 333-206284

Preliminary Pricing Supplement No. 154 - Dated Monday, March 5, 2018 (To: Prospectus dated August 10, 2015)

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option	Redemption
02006DNV9 []	100.00	% (0)	1.125 %	100.00	Fixed	3.550 %	Monthly	03/15/2021	04/15/2018	\$2.96	Yes	Callable at 100% on 3/15/2019 and Monthly thereafter with 30 Calendar Days Notice.
02006DNW7 []	100.00	% (0)	1.700 %	100.00	Fixed	3.850 %	Monthly	03/15/2023	04/15/2018	\$3.21	Yes	Callable at 100% on 3/15/2019 and Monthly thereafter with 30 Calendar Days Notice.

Ally Financial Inc. Offering Date: Monday, March 5, 2018 through Monday, March 12, 2018

Trade Date: Monday, March 12, 2018 @ 12:00 PM ET

Settle Date: Thursday, March 15, 2018

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: Incapital LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan

Except for Notes sold to level-fee accounts, Notes offered to the public will be offered at the public offering price set forth in this Pricing Supplement. Selected dealers purchasing Notes on an agency basis for non-level fee client accounts shall purchase Notes at the public offering price. Notes purchased by the selected dealers for their own account may be purchased at the public offering price less the applicable concession. Notes purchased by the selected dealers on behalf of level-fee accounts may be sold to such accounts at the applicable concession to the public offering price, in which case, such selected dealers will not retain any portion of the sales price as compensation.

**Ally
Financial
Inc.
Ally
Financial
Term Notes,
Series A
Prospectus
dated August
10, 2015**

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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.