

Ally Financial Inc.
Form 424B3
April 23, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
4/23/2018
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 4/23/2018 through | Under \$15,000 | 1.10% | 1.11% |
| | \$15,000 through \$50,000 | 1.30% | 1.31% |
| 4/30/2018 | \$50,000 and above | 1.45% | 1.46% |