

Ally Financial Inc.  
Form 424B3  
March 21, 2016

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
03/21/2016  
(To  
Prospectus File No. 333-178919  
Dated May  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| <b>Effective Dates</b> | <b>Principal Amount</b>   | <b>Rate</b> | <b>Yield</b> |
|------------------------|---------------------------|-------------|--------------|
| 03/21/2016 through     | Under \$15,000            | 0.85%       | 0.85%        |
|                        | \$15,000 through \$50,000 | 1.00%       | 1.01%        |
| 03/27/2016             | Over \$50,000             | 1.15%       | 1.16%        |