

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%