

Ally Financial Inc.
Form 424B3
February 29, 2016

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
02/29/2016
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
02/29/2016 through	Under \$15,000	0.85%	0.85%
	\$15,000 through \$50,000	1.00%	1.01%
03/6/2016	Over \$50,000	1.15%	1.16%