

Ally Financial Inc.
Form 424B3
September 17, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
9/17/2018
(To
Prospectus
Dated File No. 333-178919
December
12, 2017)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 9/17/2018 through | Under \$15,000 | 1.50% | 1.51% |
| | \$15,000 through \$50,000 | 1.70% | 1.71% |
| 9/23/2018 | \$50,000 and above | 1.85% | 1.87% |