

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

<b>Effective Dates</b>	<b>Principal Amount</b>	<b>Rate</b>	<b>Yield</b>
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%