

Ally Financial Inc.  
Form 424B3  
January 16, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
1/16/2018  
(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>
1/16/2018 through	Under \$15,000	0.85%	0.85%
	\$15,000 through \$50,000	1.00%	1.01%
1/21/2018	Over \$50,000	1.15%	1.16%