

Ally Financial Inc.  
Form 424B3  
April 10, 2017

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
4/10/2017  
(To  
Prospectus  
Dated May File No. 333-178919  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
4/10/2017 through	Under \$15,000	0.85%	0.85%
	\$15,000 through \$50,000	1.00%	1.01%
4/16/2017	Over \$50,000	1.15%	1.16%