

Ally Financial Inc.
Form 424B3
May 29, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
5/29/2018
(To
Prospectus
Dated May File No. 333-178919
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|-------------------|---------------------------|-------|-------|
| 5/29/2018 through | Under \$15,000 | 1.25% | 1.26% |
| | \$15,000 through \$50,000 | 1.45% | 1.46% |
| 6/03/2018 | \$50,000 and above | 1.60% | 1.61% |