

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% |