

Ally Financial Inc.  
Form 424B3  
January 23, 2012

Pricing Supplement Dated January 23, 2012  
(To Prospectus Dated May 24, 2010)

Rule 424 (b) (3)  
File No.  
333-156775

Ally Financial Inc.  
Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 1/23/2012 through 1/29/2012