

Ally Financial Inc.
Form 424B2
April 04, 2016

Filed under Rule 424(b)(2), Registration Statement No. 333-206284

Preliminary Pricing Supplement No. 104 - Dated Monday, April 4, 2016 (To: Prospectus dated August 10, 2015)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor's Protection Option | Rating |
|---------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|------------------------------|-------------------|
| 02006DJR3 [] | 100.00 % (1) | 100.00 % (1) | 1.125 % | [] | Fixed | 3.700 % | Monthly | 04/15/2019 | 05/15/2016 | \$3.19 | Yes | Sen Uns Not |

Redemption Information: Callable at 100% on 4/15/2017 and Monthly thereafter with 30 Calendar Days Notice.

(1) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for the account of their advisory clients may be offered Notes at a 0.4500 % discount to the public offering price.

| | | | | | | | | | | | | |
|---------------|--------------|--------------|---------|-----|-------|---------|---------|------------|-----------|--------|-----|------------------------------|
| 02006DJS1 [] | 100.00 % (2) | 100.00 % (2) | 1.700 % | [] | Fixed | 4.000 % | Monthly | 04/15/2021 | 5/15/2016 | \$3.44 | Yes | Senior Unsecured Notes |
|---------------|--------------|--------------|---------|-----|-------|---------|---------|------------|-----------|--------|-----|------------------------------|

Redemption Information: Callable at 100% on 4/15/2017 and Monthly thereafter with 30 Calendar Days Notice.

(2) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for the account of their advisory clients may be offered Notes at a 0.7500 % discount to the public offering price.

Ally Financial Inc. Offering Date: Monday, April 4, 2016 through Monday, April 11, 2016
Trade Date: Monday, April 11, 2016 @ 12:00 PM ET
Settle Date: Thursday, April 14, 2016
Minimum Denomination/Increments: \$1,000.00/\$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only

Ally Financial Inc.
Ally Financial Term Notes, Series A

DTC Number 0235 via RBC Dain Rauscher Inc

**Prospectus
dated August
10, 2015**

Agents: Incapital LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan

If the maturity date or an interest payment date for any note is not a business day (as term is defined in prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.