

Ally Financial Inc.
Form 424B3
December 26, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
12/24/2018
(To
Prospectus
Dated File No. 333-222012
December
12, 2017)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 12/24/2018 through | Under \$15,000 | 1.75% | 1.76% |
| | \$15,000 through \$50,000 | 1.95% | 1.97% |
| 12/30/2018 | \$50,000 and above | 2.10% | 2.12% |