

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

| <b>Effective Dates</b> | <b>Principal Amount</b>   | <b>Rate</b> | <b>Yield</b> |
|------------------------|---------------------------|-------------|--------------|
| 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%        |