

Ally Financial Inc.
Form 424B3
October 15, 2018

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
10/15/2018
(To
Prospectus
Dated File No. 333-222012
December
12, 2017)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 10/15/2018 through | Under \$15,000 | 1.60% | 1.61% |
| | \$15,000 through \$50,000 | 1.80% | 1.82% |
| 10/21/2018 | \$50,000 and above | 1.95% | 1.97% |