

Ally Financial Inc.  
Form 424B2  
January 07, 2013

**Filed under Rule 424(b)(2),  
Statement No. 333-183535**

Preliminary Pricing Supplement No. 10 - Dated Monday, January 7, 2013 (To: Prospectus dated August 24, 2012)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survival Option |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 02006DAX9 [] | 100.000%         | 0.750%        |                  | Fixed        | 2.100%      | Monthly     | 01/15/2015       | 02/15/2013    | \$1.63          | No                |                 |

**Redemption Information: Callable at 100% on 1/15/2014 and Monthly thereafter with 30 Calendar Days Notice.**

|              |          |        |  |       |        |         |            |            |        |    |
|--------------|----------|--------|--|-------|--------|---------|------------|------------|--------|----|
| 02006DAY7 [] | 100.000% | 1.300% |  | Fixed | 3.200% | Monthly | 01/15/2017 | 02/15/2013 | \$2.49 | No |
|--------------|----------|--------|--|-------|--------|---------|------------|------------|--------|----|

**Redemption Information: Callable at 100% on 1/15/2014 and Monthly thereafter with 30 Calendar Days Notice.**

Ally Financial Inc. Offering Date: Monday, January 7, 2013 through Monday, January 14, 2013

Trade Date: Monday, January 14, 2013 @ 12:00 PM ET

Settle Date: Thursday, January 17, 2013

Minimum Denomination/Increments: \$1,000.00/\$1,000.00

Initial trades settle flat and clear SDFS: DTC Book Entry only

DTC Number 0235 via RBC Dain Rauscher Inc

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.

**Ally  
Financial  
Inc.**

**Ally  
Financial  
Term Notes,  
Series A**

**Prospectus  
dated August  
24, 2012**