

Ally Financial Inc.  
Form 424B3  
March 18, 2019

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
03/18/2019  
(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>
03/18/2019 through	Under \$15,000	1.90%	1.92%
	\$15,000 through \$50,000	2.10%	2.12%
03/24/2019	\$50,000 and above	2.25%	2.27%