

Ally Financial Inc.  
Form 424B3  
December 31, 2012

Pricing Supplement Dated 12/31/2012 Rule 424 (b) (3)  
(To Prospectus Dated January 6, 2012) File No. 333-156775

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.75 %

Effective Dates: 12/31/2012 through 1/6/2013