

Ally Financial Inc.  
Form 424B3  
May 14, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
5/14/2018  
(To  
Prospectus  
Dated May File No. 333-178919  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
5/14/2018 through	Under \$15,000	1.15%	1.16%
	\$15,000 through \$50,000	1.35%	1.36%
5/20/2018	\$50,000 and above	1.50%	1.51%