

Ally Financial Inc.
Form 424B3
February 29, 2016

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
02/29/2016
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 02/29/2016 through | Under \$15,000 | 0.85% | 0.85% |
| | \$15,000 through \$50,000 | 1.00% | 1.01% |
| 03/6/2016 | Over \$50,000 | 1.15% | 1.16% |