

Ally Financial Inc.  
Form 424B2  
August 26, 2013

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

Preliminary Pricing Supplement No 23 - Dated Monday, August 26, 2013 (To: Prospectus dated August 24, 2012)

| CUSIP Number        | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Type   | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor Option |
|---------------------|------------------|---------------|------------------|--------------|--------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| <b>02006DBZ3</b> [] | 100.000%         | 1.125%        |                  | Fixed        | 3.300% | Monthly     | 09/15/2016       | 10/15/2013    | \$3.58          | No                |                 |

**Redemption Information: Callable at 100% on 9/15/2014 and Monthly thereafter with 30 Calendar Days Notice.**

|                     |          |        |  |       |        |         |            |            |        |    |
|---------------------|----------|--------|--|-------|--------|---------|------------|------------|--------|----|
| <b>02006DCA7</b> [] | 100.000% | 1.700% |  | Fixed | 4.550% | Monthly | 09/15/2018 | 10/15/2013 | \$4.93 | No |
|---------------------|----------|--------|--|-------|--------|---------|------------|------------|--------|----|

**Redemption Information: Callable at 100% on 9/15/2014 and Monthly thereafter with 30 Calendar Days Notice.**

Offering Date: Monday, August 26, 2013 through Tuesday, September 3, 2013

Trade Date: Tuesday, September 3, 2013 @ 12:00 PM ET

Settle Date: Friday, September 6, 2013

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

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

Ally Financial Inc.

DTC Number 0235 via RBC Dain Rauscher Inc

**Ally  
Financial  
Inc.**

**Ally  
Financial  
Term Notes,  
Series A**

Agents: Incapital, LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan

**Prospectus  
dated August  
24, 2012**

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.