

Ally Financial Inc.
Form 424B3
May 19, 2014

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
5/19/2014
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|------------------------|---------------------------|-------------|--------------|
| 05/19/2014 through | Under \$15,000 | 0.95% | 0.95% |
| | \$15,000 through \$50,000 | 1.10% | 1.11% |
| 05/26/2014 | Over \$50,000 | 1.25% | 1.26% |