

Ally Financial Inc.  
Form 424B3  
February 23, 2015

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
02/23/2015  
(To  
Prospectus File No. 333-178919  
Dated May  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

<b>Effective Dates</b>	<b>Principal Amount</b>	<b>Rate</b>	<b>Yield</b>
02/23/2015 through	Under \$15,000	0.95%	0.95%
	\$15,000 through \$50,000	1.10%	1.11%
03/01/2015	Over \$50,000	1.25%	1.26%