

Ally Financial Inc.  
Form 424B3  
April 29, 2019

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
04/29/2019  
(To  
Prospectus  
Dated File No. 333-222012  
December  
12, 2017)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

| <b>Effective Dates</b> | <b>Principal Amount</b>   | <b>Rate</b> | <b>Yield</b> |
|------------------------|---------------------------|-------------|--------------|
| 04/29/2019 through     | Under \$15,000            | 1.90%       | 1.92%        |
|                        | \$15,000 through \$50,000 | 2.10%       | 2.12%        |
| 05/05/2019             | \$50,000 and above        | 2.25%       | 2.27%        |