Ally Financial Inc.
Form 424B3
February 24, 2014

Ally Financial Demand Notes Pricing Supplement

Pricing Supplement Dated 2/24/2014 Rule 424 (b) (3)

(To Prospectus Dated June 28, 2013) File No. 333-178919

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.35 %

Effective Dates: 2/24/2014 through 3/2/2014