Ally Financial Inc.
Form 424B3
February 13, 2017

Ally Financial Demand Notes: Pricing Supplement

Pricing Supplement Dated: 2/13/2017 (To Prospectus Dated May 1, 2014)	Rule 424 (b) (3) File No. 333-178919

Ally Financial Inc.
Demand Notes –
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
2/13/2017 through	Under $15,000	0.85%	0.85%
	$15,000 through $50,000	1.00%	1.01%
2/19/2017	Over $50,000	1.15%	1.16%