Ally Financial Inc.
Form 424B3
December 04, 2017

**Ally Financial Demand Notes: Pricing Supplement**

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|---|---|
| Pricing Supplement Dated: 12/04/2017 (To Prospectus Dated May 1, 2014) | Rule 424 (b) (3)<br>File No. 333-178919 |

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|---|---|---|---|
| 12/04/2017 through 12/10/2017 | Under $15,000 | 0.85% | 0.85% |
| | $15,000 through $50,000 | 1.00% | 1.01% |
| | Over $50,000 | 1.15% | 1.16% |