

Ally Financial Inc.  
Form 424B2  
February 24, 2014

**Filed under Rule 424(b)(2), Registration Statement No. 333-183535**

Preliminary Pricing Supplement No 40 - Dated Monday, February 24, 2014 (To: Prospectus dated August 24, 2012)

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor Option
02006DDJ7 [ ]	100.000% (1)		1.125%	[ ]	Fixed	2.250%	Monthly	03/15/2017	04/15/2014	\$2.44	Yes

**Redemption Information: Callable at 100% on 3/15/2015 and Monthly thereafter with 30 Calendar Days Notice.**

(1) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for their advisory clients may be offered Notes at a 0.4500% discount to the public offering price.

02006DDK4 [ ]	100.000% (2)		1.700%	[ ]	Fixed	3.500%	Monthly	03/15/2019	04/15/2014	\$3.79	Yes
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**Redemption Information: Callable at 100% on 3/15/2015 and Monthly thereafter with 30 Calendar Days Notice.**

(2) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for their advisory clients may be offered Notes at a 0.7500% discount to the public offering price.

Ally Financial Inc. Offering Date: Monday, February 24, 2014 through Monday, March 3, 2014

**Ally Financial Inc.**

Trade Date: Monday, March 3, 2014 @ 12:00 PM ET

**Ally Financial Term Notes, Series A Prospectus dated August 24, 2012**

Settle Date: Thursday, March 6, 2014

Minimum Denomination/Increments: \$1,000.00/\$1,000.00  
Initial trades settle flat and clear SDFS: DTC Book Entry only  
DTC Number 0235 via RBC Dain Rauscher Inc

Agents: Incapital LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan

If the maturity date or an interest payment date for any note is not a business day (as term is defined in prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.

