

Ally Financial Inc.
Form 424B3
February 23, 2015

Ally Financial Demand Notes: Pricing Supplement

Pricing
Supplement
Dated: Rule 424 (b) (3)
02/23/2015
(To
Prospectus File No. 333-178919
Dated May
1, 2014)

Ally Financial Inc.
Demand Notes –
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
02/23/2015 through	Under \$15,000	0.95%	0.95%
	\$15,000 through \$50,000	1.10%	1.11%
03/01/2015	Over \$50,000	1.25%	1.26%