

Ally Financial Inc.  
Form 424B3  
March 14, 2011

Pricing Supplement Dated March 14, 2011  
(To Prospectus Dated May 24, 2010)

Rule 424 (b) (3)  
File No.  
333-156775

Ally Financial Inc.  
Demand Notes - Floating Rate

Annual Yield: 2.12%

Effective Dates: 3/14/2011 through 3/20/2011