

Ally Financial Inc.
Form 424B2
March 30, 2015

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

Preliminary Pricing Supplement No. 71 - Dated Monday, March 30, 2015 (To: Prospectus dated August 24, 2012)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor's Option |
|---------------|------------------|-----------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-------------------|
| 02006DFY2 [] | 100.000% (1) | 100.000% (1) | 1.125% | [] | Fixed | 3.500% | Monthly | 04/15/2018 | 05/15/2015 | \$3.50 | Yes |

Redemption Information: Callable at 100% on 4/15/2016 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 the account of their advisory clients may be offered Notes at a 0.4500% discount to the public offering price.

| | | | | | | | | | | | | |
|---------------|-----------------|-----------------|--------|-----|-------|--------|---------|------------|------------|--------|-----|------------------------|
| 02006DFZ9 [] | 100.000% (2) | 100.000% (2) | 1.700% | [] | Fixed | 3.950% | Monthly | 04/15/2020 | 05/15/2015 | \$3.95 | Yes | Senior Unsecured Notes |
|---------------|-----------------|-----------------|--------|-----|-------|--------|---------|------------|------------|--------|-----|------------------------|

Redemption Information: Callable at 100% on 4/15/2016 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 the account of their advisory clients may be offered Notes at a 0.7500% discount to the public offering price.

Ally Financial Inc.
Offering Date: Monday, March 30, 2015 through Monday, April 6, 2015
Trade Date: Monday, April 6, 2015 @ 12:00 PM ET
Settle Date: Thursday, April 9, 2015
Minimum Denomination/Increments: \$1,000.00/\$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only

Ally Financial Inc.

Ally Financial Term Notes, Series A

Prospectus dated August

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.