

Ally Financial Inc.  
Form 424B3  
March 14, 2016

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
03/14/2016  
(To  
Prospectus  
Dated May File No. 333-178919  
1, 2014)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

<b>Effective Dates</b>	<b>Principal Amount</b>	<b>Rate</b>	<b>Yield</b>
03/14/2016 through	Under \$15,000	0.85%	0.85%
	\$15,000 through \$50,000	1.00%	1.01%
03/20/2016	Over \$50,000	1.15%	1.16%