

Ally Financial Inc.  
Form 424B3  
December 31, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
12/31/2018  
(To  
Prospectus  
Dated File No. 333-222012  
December  
12, 2017)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

<b>Effective Dates</b>	<b>Principal Amount</b>	<b>Rate</b>	<b>Yield</b>
12/31/2018 through	Under \$15,000	1.75%	1.76%
	\$15,000 through \$50,000	1.95%	1.97%
01/06/2019	\$50,000 and above	2.10%	2.12%