

Ally Financial Inc.  
Form 424B3  
November 13, 2018

**Ally Financial Demand Notes: Pricing Supplement**

Pricing  
Supplement  
Dated: Rule 424 (b) (3)  
11/13/2018  
(To  
Prospectus  
Dated File No. 333-222012  
December  
12, 2017)

Ally Financial Inc.  
Demand Notes –  
Floating Rate

Effective Dates	Principal Amount	Rate	Yield
11/13/2018 through	Under \$15,000	1.60%	1.61%
	\$15,000 through \$50,000	1.80%	1.82%
11/18/2018	\$50,000 and above	1.95%	1.97%