

Ally Financial Inc.  
Form 424B3  
February 25, 2013

Pricing Supplement Dated 2/25/2013 Rule 424 (b) (3)

(To Prospectus Dated January 6, 2012) File No. 333-156775

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.75 %

Effective Dates: 2/25/2013 through 3/3/2013