

Ally Financial Inc.  
Form 424B3  
April 15, 2013

Pricing Supplement Dated 4/15/2013 Rule 424 (b) (3)

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

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.50 %

Effective Dates: 4/15/2013 through 4/21/2013