

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

Effective Dates	Principal Amount	Rate	Yield
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%