Ally Financial Inc.
Form 424B3
April 22, 2019

**Ally Financial Demand Notes: Pricing Supplement**

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|---|---|
| Pricing Supplement Dated: 04/22/2019 (To Prospectus Dated December 12, 2017) | Rule 424 (b) (3)<br><br>File No. 333-222012 |

Ally Financial Inc.
Demand Notes –
Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|---|---|---|---|
| 04/22/2019 through | Under $15,000 | 1.90% | 1.92% |
| | $15,000 through $50,000 | 2.10% | 2.12% |
| 04/28/2019 | $50,000 and above | 2.25% | 2.27% |