



Ally Financial Demand Notes: Pricing Supplement

Pricing Supplement Dated: 10/07/2019
(To Prospectus Dated December 12, 2017)

Rule 424 (b) (3)
File No. 333-222012

Ally Financial Inc.
Demand Notes – Floating Rate

| Effective Dates | Principal Amount | Rate | Yield |
|----------------------------------|---------------------------|-------------|--------------|
| 10/07/2019 through 10/13/2019 | Under \$15,000 | 1.90% | 1.92% |
| | \$15,000 through \$50,000 | 2.10% | 2.12% |
| | \$50,000 and above | 2.25% | 2.27% |