



## Ally Financial Demand Notes: Pricing Supplement

Pricing Supplement Dated: 09/30/2019  
(To Prospectus Dated December 12, 2017)

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

**Ally Financial Inc.**  
Demand Notes – Floating Rate

<b>Effective Dates</b>	<b>Principal Amount</b>	<b>Rate</b>	<b>Yield</b>
09/30/2019 through 10/06/2019	Under \$15,000	1.90%	1.92%
	\$15,000 through \$50,000	2.10%	2.12%
	\$50,000 and above	2.25%	2.27%