



Ally Financial Demand Notes: Pricing Supplement

Pricing Supplement Dated: 03/02/2020
(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
03/02/2020 through 03/08/2020	Under \$15,000	1.40%	1.41%
	\$15,000 through \$50,000	1.60%	1.61%
	\$50,000 and above	1.75%	1.76%