



## Ally Financial Demand Notes: Pricing Supplement

Pricing Supplement Dated: 03/16/2020  
(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
03/16/2020 through 03/22/2020	Under \$15,000	1.15%	1.16%
	\$15,000 through \$50,000	1.35%	1.36%
	\$50,000 and above	1.50%	1.51%