

Ally Financial Inc.  
Form 424B3  
October 15, 2012

Pricing Supplement Dated 10/15/2012 Rule 424 (b) (3)

(To Prospectus Dated January 6, 2012) File No. 333-156775

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.75 %

Effective Dates: 10/15/2012 through 10/21/2012