

Ally Financial Inc.  
Form 424B3  
January 14, 2013

Pricing Supplement Dated 1/14/2013 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: 1/14/2013 through 1/20/2013