

Ally Financial Inc.  
Form 424B3  
March 12, 2012

Pricing Supplement Dated 3/12/2012  
(To Prospectus Dated January 6, 2012)

Rule 424 (b) (3)  
File No.  
333-156775

Ally Financial Inc.  
Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 3/12/2012 through 3/18/2012