

Ally Financial Inc.
Form 424B2
December 21, 2015

Filed under Rule 424(b)(2), Registration Statement No. 333-206284

Preliminary Pricing Supplement No. 96 - Dated Monday, December 21, 2015 (To: Prospectus dated August 10, 2015)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor's Pr | Ra |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|---------------|----------------|
| 02006DHZ7 [] | 100.00 | | 1.125 % | 100.00 % (1) | Fixed | 3.300 % | Monthly | 12/15/2018 | 1/15/2016 | \$1.37 | Yes | Se Un No |

Redemption Information: Callable at 100% on 12/15/2016 and Monthly thereafter with 30 Calendar Days Notice.

(1) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for account of their advisory clients may be offered Notes at a 0.4500 % discount to the public offering price.

| | | | | | | | | | | | | |
|--------------|--------|--|---------|--------------|-------|---------|---------|------------|-----------|--------|-----|----------------|
| 02006DJA0 [] | 100.00 | | 1.700 % | 100.00 % (2) | Fixed | 3.850 % | Monthly | 12/15/2020 | 1/15/2016 | \$1.60 | Yes | Se Un No |
|--------------|--------|--|---------|--------------|-------|---------|---------|------------|-----------|--------|-----|----------------|

Redemption Information: Callable at 100% on 12/15/2016 and Monthly thereafter with 30 Calendar Days Notice.

(2) Investment advisers, either registered under the Investment Advisers Act of 1940 or exempt therefrom, purchasing Notes for account of their advisory clients may be offered Notes at a 0.7500 % discount to the public offering price.

Ally Financial Inc. Offering Date: Monday, December 21, 2015 through Monday, December 28, 2015

Ally Financial Inc.

Trade Date: Monday, December 28, 2015 @ 12:00 PM ET

Ally Financial Term Notes, Series A Prospectus dated August 10, 2015

Settle Date: Thursday, December 31, 2015

Minimum Denomination/Increments: \$1,000.00/\$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only
DTC Number 0235 via RBC Dain Rauscher Inc

Agents: Incapital LLC, Citigroup, RBC Capital Markets, Morgan Stanley, J.P. Morgan
If the maturity date or an interest payment date for any note is not a business day (as term is defined in prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.

