

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