

Ally Financial Inc.
Form 424B2
September 30, 2013

Filed under Rule 424(b)(2), Registration Statement No. 333-183535

Preliminary Pricing Supplement No 28 - Dated Monday, September 30, 2013 (To: Prospectus dated August 24, 2012)

| 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 Option |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 02006DCK5 [] | 100.000% | 1.125% | | | Fixed | 3.100% | Monthly | 10/15/2016 | 11/15/2013 | \$3.01 | No |

Redemption Information: Callable at 100% on 10/15/2014 and Monthly thereafter with 30 Calendar Days Notice.

| | | | | | | | | | | | |
|--------------|----------|--------|--|--|-------|--------|---------|------------|------------|--------|----|
| 02006DCL3 [] | 100.000% | 1.700% | | | Fixed | 4.600% | Monthly | 10/15/2018 | 11/15/2013 | \$4.47 | No |
|--------------|----------|--------|--|--|-------|--------|---------|------------|------------|--------|----|

Redemption Information: Callable at 100% on 10/15/2014 and Monthly thereafter with 30 Calendar Days Notice.

Offering Date: Monday, September 30, 2013 through Monday, October 7, 2013

Trade Date: Monday, October 7, 2013 @ 12:00 PM ET

Settle Date: Thursday, October 10, 2013

Minimum Denomination/Increments: \$1,000.00/\$1,000.00

Initial trades settle flat and clear SDFS: DTC Book Entry only

Ally Financial Inc.
DTC Number 0235 via RBC Dain Rauscher Inc.

Ally Financial Inc.

Ally Financial Term Notes, Series A

Prospectus dated August 24, 2012

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.