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Ally Financial Inc. Form 424B3 January 23, 2012

Pricing Supplement Dated January 23, 2012 (To Prospectus Dated May 24, 2010)

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

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 1/23/2012 through 1/29/2012