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Ally Financial Inc. Form 424B3 May 14, 2012

Pricing Supplement Dated 5/14/2012 (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: 5/14/2012 through 5/20/2012