

Ally Financial Inc.
Form 424B2
March 17, 2014

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

Preliminary Pricing Supplement No 43 - Dated Monday, March 17, 2014 (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 |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 02006DDQ1 [] | 100.000% (1) | 100.000% | 1.125% | 100.000% | Fixed | 2.300% | Monthly | 03/15/2017 | 04/15/2014 | \$1.15 | Yes |

Redemption Information: Callable at 100% on 3/15/2015 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 the account of their advisory clients may be offered Notes at a 0.4500% discount to the public offering price.

02006DDR9 [] 100.000% (2) 1.700% [] Fixed 3.500% Monthly 03/15/2019 04/15/2014 \$1.75 Yes Senior Unsecured Notes

Redemption Information: Callable at 100% on 3/15/2015 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 the 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, March 17, 2014 through Monday, March 24, 2014
Trade Date: Monday, March 24, 2014 @ 12:00 PM ET
Settle Date: Thursday, March 27, 2014
Minimum Denomination/Increments: \$1,000.00/\$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only

Ally Financial Inc.
Ally Financial Term Notes, Series A
Prospectus dated August 24, 2012

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.