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Ally Financial Inc. Form 424B3 May 20, 2013

Pricing Supplement Dated 5/20/2013 Rule 424 (b) (3)

(To Prospectus Dated January 6, 2012) File No. 333-156775

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 1.50 %

Effective Dates: 5/20/2013 through 5/27/2013