

Ally Financial Inc.
Form 424B2
March 25, 2013

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

Preliminary Pricing Supplement No 15 - Dated Monday, March 25, 2013 (To: Prospectus dated August 24, 2012)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Net | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor Option |
|--------------|------------------|---------------|------------------|--------------|--------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 02006DBH3 [] | 100.000% | | 0.750% | | 0.750% | Fixed | 2.250% | Monthly | 04/15/2015 | 05/15/2013 | \$2.56 | No |

Redemption Information: Callable at 100% on 4/15/2014 and Monthly thereafter with 30 Calendar Days Notice.

| | | | | | | | | | | | | |
|--------------|----------|--|--------|--|--------|-------|--------|---------|------------|------------|--------|----|
| 02006DBJ9 [] | 100.000% | | 1.300% | | 1.300% | Fixed | 3.150% | Monthly | 04/15/2017 | 05/15/2013 | \$3.59 | No |
|--------------|----------|--|--------|--|--------|-------|--------|---------|------------|------------|--------|----|

Redemption Information: Callable at 100% on 4/15/2014 and Monthly thereafter with 30 Calendar Days Notice.

Ally Financial Inc. Offering Date: Monday, March 25, 2013 through Monday, April 1, 2013

Ally Financial Inc.

Trade Date: Monday, April 1, 2013 @ 12:00 PM ET

Ally Financial Term Notes, Series A

Prospectus dated August 24, 2012

Settle Date: Thursday, April 4, 2013
Minimum Denomination/Increments: \$1,000.00/\$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only
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.