

Ally Financial Inc.  
Form 424B2  
February 20, 2018

**Filed under Rule 424(b)(2), Registration Statement No. 333-206284**

Preliminary Pricing Supplement No. 152 - Dated Tuesday, February 20, 2018 (To: Prospectus dated August 10, 2015)

CUSIP	Principal	Selling	Gross	Net	Coupon	Coupon	Coupon	Maturity	1st	1st	Survivor'
Number	Amount	Price	Concession	Proceeds	Type	Rate	Frequency	Date	Coupon Date	Coupon Amount	Option
02006DNR8		100.00 % (0)	1.125 %		Fixed	3.550 %	Monthly	03/15/2024	03/15/2018	\$4.34	Yes

**Redemption Information: Callable at 100% on 3/15/2019 and Monthly thereafter with 30 Calendar Days Notice.**

<b>02006DNS6</b> []	100.00 % (0)	1.700 %	[]	Fixed	3.900 %	Monthly	03/15/2024	03/15/2018	\$4.77	Yes
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**Redemption Information: Callable at 100% on 3/15/2019 and Monthly thereafter with 30 Calendar Days Notice.**

Ally Financial Inc. Offering Date: Tuesday, February 20, 2018 through Monday, February 26, 2018

Trade Date: Monday, February 26, 2018 @ 12:00 PM ET

Settle Date: Thursday, March 1, 2018

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

Except for Notes sold to level-fee accounts, Notes offered to the public will be offered at the public offering price set forth in this Pricing Supplement. Selected dealers purchasing Notes on an agency basis for non-level fee client accounts shall purchase Notes at the public offering price. Notes purchased by the selected dealers for their own account may be purchased at the public offering price less the applicable concession. Notes purchased by the selected dealers on behalf of level-fee accounts may be sold to such accounts at the applicable concession to the public offering price, in which case, such selected dealers will not retain any portion of the sales price as compensation.

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

**Ally  
Financial  
Inc.  
Ally  
Financial  
Term Notes,  
Series A  
Prospectus  
dated August  
10, 2015**

next business day, and no interest will accrue from, and after, the maturity date or interest payment date.