

Ally Financial Inc.  
 Form 424B2  
 March 07, 2016

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

Preliminary Pricing Supplement No. 100 - Dated Monday, March 7, 2016 (To: Prospectus dated August 10, 2015)

CUSIP Number	Principal Amount	Gross Selling Price	Net Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Protection Option	Rating
02006DJH5 []	100.00	100.00 % (1)	1.125 %	98.875 %	Fixed	3.550 %	Monthly	03/15/2019	04/15/2016	\$2.76	Yes	Senior Unsecured Note

**Redemption Information: Callable at 100% on 3/15/2017 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.

**02006DJJ1 [] 100.00 % (2) 1.700 % [] Fixed 3.850 % Monthly 03/15/2021 04/15/2016 \$2.99 Yes Senior Unsecured Notes**  
**Redemption Information: Callable at 100% on 3/15/2017 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 7, 2016 through Monday, March 14, 2016  
 Trade Date: Monday, March 14, 2016 @ 12:00 PM ET  
 Settle Date: Thursday, March 17, 2016  
 Minimum Denomination/Increments: \$1,000.00/\$1,000.00

**Ally Financial Inc.**  
  
  
  
  
  
  
**Ally Financial Term Notes,**

Initial trades settle flat and clear SDFS: DTC Book Entry only

**Series A**

DTC Number 0235 via RBC Dain Rauscher Inc

**Prospectus  
dated August  
10, 2015**

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.