

Ally Financial Inc.  
Form 424B2  
May 04, 2015

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

Preliminary Pricing Supplement No. 73 - Dated Monday, May 4, 2015 (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
02006DGC9 []	100.000%	(1)	1.125%	[]	Fixed	3.200%	Monthly	05/15/2018	06/15/2015	\$2.76	Yes

**Redemption Information: Callable at 100% on 5/15/2016 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 or on behalf of their advisory clients may be offered Notes at a 0.4500% discount to the public offering price.

02006DGD7 []	100.000%	(2)	1.700%	[]	Fixed	3.950%	Monthly	05/15/2020	06/15/2015	\$3.40	Yes
--------------	----------	-----	--------	----	-------	--------	---------	------------	------------	--------	-----

**Redemption Information: Callable at 100% on 5/15/2016 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 or on behalf of their advisory clients may be offered Notes at a 0.7500% discount to the public offering price.

Ally Financial Inc. Offering Date: Monday, May 4, 2015 through Monday, May 11, 2015

**Ally Financial Inc.**

Trade Date: Monday, May 11, 2015 @ 12:00 PM ET

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

Settle Date: Thursday, May 14, 2015

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.

