

Ally Financial Inc.
Form 424B2
February 22, 2016

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

Preliminary Pricing Supplement No. 98 - Dated Monday, February 22, 2016 (To: Prospectus dated August 10, 2015)

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Coupon Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Protection Option	Rating
02006DJD4 []	100.00	% (1)	1.125 %	[]	Fixed	4.000 %	Monthly	03/15/2019	04/15/2016	\$4.67	Yes	Series A Unrated Not

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 account of their advisory clients may be offered Notes at a 0.4500 % discount to the public offering price.

02006DJE2 []	100.00	% (2)	1.700 %	[]	Fixed	4.250 %	Monthly	03/15/2021	04/15/2016	\$4.96	Yes	Series A Unrated Not
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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 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, February 22, 2016 through Monday, February 29, 2016

Trade Date: Monday, February 29, 2016 @ 12:00 PM ET

Settle Date: Thursday, March 3, 2016

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.

Ally Financial Inc.

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

