

Ally Financial Inc.
Form 424B3
March 14, 2011

Pricing Supplement Dated March 14, 2011
(To Prospectus Dated May 24, 2010)

Rule 424 (b) (3)
File No.
333-156775

Ally Financial Inc.
Demand Notes - Floating Rate

Annual Yield: 2.12%

Effective Dates: 3/14/2011 through 3/20/2011