Ally Financial Inc. Form 424B3 September 10, 2010 Pricing Supplement Dated September 13, 2010 (To Prospectus Dated May 24, 2010)

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

Ally Financial Inc. Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 9-13-2010

through

9-19-2010