Ally Financial Inc. Form 424B3 October 04, 2010 Pricing Supplement Dated October 4, 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 10-04-2010 through 10-10-2010 Dates: