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Ally Financial Inc. Form 424B3 April 11, 2011

Pricing Supplement Dated April 11, 2011 (To Prospectus Dated May 24, 2010)

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

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 2.02%

Effective Dates: 4/11/2011 through 4/17/2011