

Calculation of Registration Fee		
Title of Each Class of Securities Offered	Maximum Aggregate Offering Price	Amount of Registration Fee (1)
3.450% GM Financial Term Notes Due May 20, 2023	\$4,434,000	\$537.40
4.250% GM Financial Term Notes Due May 20, 2027	\$3,095,000	\$375.11

(1) Calculated in accordance with Rule 457(r) under the Securities Act of 1933, as amended

Filed under Rule 424(b)(2), Registration Statement
No. 333-218881

Pricing Supplement No. 43 - Dated Monday, May 20, 2019 (to: Prospectus dated June 21, 2017)

CUSIP Number	Selling Price	Gross Concession	Net Proceeds	Principal Amount	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option	Product Ranking
37046ADK8	100%	0.950%	\$4,391,877.00	\$4,434,000.00	Fixed	3.450%	SEMI-ANNUAL	5/20/2023	11/20/2019	\$16.96	Yes	Senior Unsecured Notes

Redemption Information: **Callable at 100% on 5/20/2020 and Semi-Annually thereafter with 30 Calendar Days Notice.**

GM Financial Term Notes will be subject to redemption at the option of General Motors Financial Company, Inc., in whole on the interest payment date occurring any time on or after 5/20/2020 at a redemption price equal to 100% of the principal amount of the GM Financial Term Notes, plus accrued interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder and the trustee, as described in the Prospectus.

37046ADL6	100%	1.550%	\$3,047,027.50	\$3,095,000.00	Fixed	4.250%	SEMI-ANNUAL	5/20/2027	11/20/2019	\$20.90	Yes	Senior Unsecured Notes
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General Motors Financial Company, Inc.

Offering Dates: Monday, May 13, 2019 through Monday, May 20, 2019

Trade Date: Monday, May 20, 2019 @12:00 PM ET

Settlement Date: Thursday, May 23, 2019

Minimum Denomination/Increments:\$1,000/\$1,000

Initial trades settle flat and clear SDFS: DTC Book Entry only

DTC number: 0235 via RBC Dain Rauscher Inc.

Purchasing Agent: Incapital LLC

Agents: BofA Merrill Lynch, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors

Trustee: U.S. Bank National Association

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.

Dealers purchasing Notes on an agency basis for client accounts shall purchase Notes at the public offering price. Notes sold by the Selected Dealers for their own account may be sold at the public offering price less a discount as specified above. Notes purchased by the Selected Dealers on behalf of level fee accounts may be sold to such accounts at the discount to the public offering price specified above, in which case, such Selected Dealers will not retain any portion of the sales price as compensation.

Legal Matters- Validity of the Notes:

In the opinion of Latham & Watkins LLP, as special counsel to General Motors Financial Company, Inc. (the "Company"), when the trustee has made an appropriate entry on Schedule 1 to the master registered global note that represents the notes (the "Master Note") identifying the notes offered hereby as supplemental obligations thereunder in accordance with the instructions of the Company and payment for the notes has been made in accordance with the terms of the indenture governing the notes and in the manner contemplated in this pricing supplement and the related prospectus and, if applicable, prospectus supplement, such notes will be legally valid and binding obligations of the Company, enforceable against the Company in accordance with their terms, subject to (i) the effect of bankruptcy, insolvency, reorganization, preference, fraudulent transfer, moratorium or other similar laws relating to or affecting the rights and remedies of creditors; (ii) the effect of general principles of equity, whether considered in a proceeding in equity or at law (including the possible unavailability of specific performance or injunctive relief), concepts of materiality, reasonableness, good faith and fair dealing, and the discretion of the court before which a proceeding is brought; and (iii) the invalidity under certain circumstances under law or court decisions of provisions providing for the indemnification or exculpation of, or contribution to, a party with respect to a liability where such indemnification, exculpation or contribution is contrary to public policy. This opinion is given as of the date hereof and is limited to the internal laws of the States of New York and Texas. In addition, this opinion is subject to customary assumptions about the authorization, execution

General Motors Financial Company, Inc.
GM Financial Term Notes
Prospectus dated June 21, 2017

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not delivery of the indenture governing the notes and due authentication of the Master Note, the validity, binding nature and enforceability of the indenture governing the notes and certain factual matters, all as stated in the opinion of Latham & Watkins LLP dated August 20, 2018, which has been filed by the Company as an exhibit to a Current Report on Form 8-K dated August 20, 2018.