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## **TrueCar Appoints Erin Lantz and Wes Nichols to its Board of Directors**

### **Lantz and Nichols bring expertise in driving growth and innovation for online marketplaces**

SANTA MONICA, Calif., (November 3, 2016) – TrueCar, Inc. (NASDAQ: TRUE) today announced two new additions to its Board of Directors: Erin Lantz, Vice President and General Manager of Mortgages at Zillow Group, (NYSE:Z) and Wes Nichols, Senior Vice President of Strategy at Neustar, Inc. (NYSE:NSR) and co-founder and former co-CEO of MarketShare LLC, acquired by Neustar within the year.

“Erin and Wes are both recognized as strategic technology leaders with a broad range of experience,” said Chip Perry, president and chief executive officer of TrueCar. “We welcome their unique perspectives and leadership as we continue to transform our business.”

Erin Lantz leads Zillow Group’s efforts to empower consumers with information and tools to make smart decisions about financing homes. Since joining in 2010, Lantz has built one of Zillow Group’s fastest growing and most profitable businesses, despite operating in a highly regulated environment and in an industry slow to adopt innovative consumer technology. Prior to joining Zillow Group, Lantz was a senior vice president at Bank of America where she led the Direct-to-Consumer purchase home loan business. Before entering the mortgage industry, she worked at the Boston Consulting Group.

Wes Nichols is a leading authority in predictive analytics and ‘big data’ analytics, working with multi-nationals and their executives to deploy smarter planning, allocation and attribution via data-driven decisions. MarketShare, a Neustar Solution, has become one of the world’s largest analytics companies for Chief Marketing Officers. He is also the author of the Harvard Business Review cover story called “Advertising 2.0”, detailing how companies like Ford, MasterCard, EA and others have brought state-of-the-art analytics to their marketing decisions. Prior to starting MarketShare, Wes was with Omnicom Group (NYSE: OMC) as President and CEO of TEQUILA, one of the world’s largest digital agencies, where he developed digital marketing solutions for clients like Nissan, Sony, Pfizer, Adidas, and numerous other brands.

Lantz and Nichols join TrueCar’s Board of Directors following the departure of Todd Bradley and Tom Gibson.

“We would like to thank Todd and Tom for their dedication and contributions to TrueCar as the company navigated through its IPO and first few years as a public company,” said Perry.

### **About TrueCar**

TrueCar, Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 12,000 Certified Dealers also powers car-buying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one third of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](http://www.truecar.com). Follow us on [Facebook](#) or [Twitter](#).

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