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TrueCar announces latest updates to “Dealer Pledge” initiative

Company plans to roll out enhancements at the 2017 NADA Convention

SANTA MONICA, Calif., (January 9, 2017) – TrueCar, Inc. (NASDAQ: [TRUE](#)), today launched the latest updates to its “Dealer Pledge” initiative which will be the centerpiece of its presence at the upcoming 2017 NADA Convention. Initially launched in March of 2016, the “Dealer Pledge” was designed to address TrueCar Certified Dealer network concerns, with an emphasis on important changes in the company’s product offering, customer service, and advertising messaging. The ongoing updates to the Pledge reflect TrueCar’s continued commitment to operate a transparent, balanced marketplace that benefits both consumers and dealers.

One of the enhancements the company plans to highlight at NADA is the latest version of its proprietary analytics tool, Sales Analyzer 2.0. Dealers will have the opportunity to sign up and demo the updated complimentary tool that will feature an interactive zip code map and will introduce new intelligent market segmentation by Competition Zone to help dealers maximize volume and profitability.

“As a sign of our commitment to Dealers, we’re keeping the Pledge alive in 2017. Throughout the year, we will continue to make changes to our business and update our Pledge based on ongoing Dealer feedback,” said President and Chief Executive Officer, Chip Perry. “We want our Dealers to view the Pledge as a living roadmap for addressing Dealer concerns, and we welcome all of our Dealers’ comments and ideas,” said Perry.

While at NADA, TrueCar will also pledge donations in support of veterans as part of its \$50K Challenge. For every visitor to TrueCar’s NADA booth, the company will donate \$150 to veterans charities, up to \$50,000.

To learn more about the Dealer Pledge at NADA 2017 and support the \$50K Challenge, please visit TrueCar booth #2061.

For more on the Dealer Pledge, please visit truecar.com/pledge.

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 13,000 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. Follow us on [Facebook](#) or [Twitter](#).

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