



April 8, 2015

TrueCar to power new Safeco Insurance auto-buying program

Safeco simplifies car-buying process for site visitors

SANTA MONICA, Calif., April 8, 2015 /PRNewswire/ -- [TrueCar](#), Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace, has partnered with Safeco Insurance to power its newly established auto-buying program. Safeco chose to partner with TrueCar to simplify the process for individuals who visit the Safeco Savings Center site, including its existing and future policyholders, to save them both time and money.



"This partnership gives us and our dealer partners a great opportunity to deliver a better car-buying experience to Safeco policyholders and site visitors," said Jim Nguyen, TrueCar's Co-Founder and EVP of Partner Development. "We're thrilled to be a valuable part of the Safeco Savings Center. Through our affinity auto-buying programs, our partners have allowed users to save over \$3 billion off MSRP while obtaining hassle-free buying experiences."

The auto-buying program will be offered through the Safeco Savings Center, a digital destination on [Safeco.com](#) that all visitors can use to access compelling discounts and benefits. The program will also provide users access to vehicle pricing information for new and used cars, as well as guaranteed savings off manufacturer's suggested retail price (MSRP) for the purchase of a new car.

Users of TrueCar's affinity partner sites have purchased over 1 million vehicles through more than 500 auto-buying programs powered by TrueCar. TrueCar is the leading platform in the affinity auto-buying space and currently reaches 75 percent of U.S. households through these partnerships.

Safeco, a Liberty Mutual company, sells personal automobile, homeowners and specialty insurance products and is based out of Boston. Safeco has a network of more than 10,000 independent insurance agencies throughout the United States and has been in business since 1923.

About TrueCar

TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace, gives consumers transparent insight into what others paid and access to guaranteed savings off MSRP from TrueCar Certified Dealers. TrueCar's network of more than 10,000 trusted Certified Dealers is committed to providing upfront pricing information and a hassle-free buying experience. TrueCar powers car-buying programs for some of the largest U.S. membership and service organizations, including AARP, American Express, AAA and USAA. Not all program features are available in all states. 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](#).

TrueCar media line: +1-844-469-8442 (US toll-free) | Email: pressinquiries@truecar.com

Logo - <http://photos.prnewswire.com/prnh/20110118/LA31413LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/truecar-to-power-new-safeco->

[insurance-auto-buying-program-300062310.html](https://www.truecar.com/insurance-auto-buying-program-300062310.html)

SOURCE TrueCar, Inc.

News Provided by Acquire Media