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## **TrueCar Partners With The National Education Association To Provide Negotiation-free Savings For Members And Educators**

SANTA MONICA, Calif., Aug. 11, 2014 /PRNewswire/ -- TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling platform, and the National Education Association (NEA) have partnered to launch an auto buying program designed to provide savings for NEA members and educators. Through the NEA@ Auto Buying Program, the NEA's three million members will gain access to upfront pricing information and guaranteed savings off the manufacturer's suggested retail price (MSRP) when purchasing a new or used car in most states.



"The NEA's mission is to advance the cause of public education, and TrueCar is proud to support such an important organization and valued partner," said Scott Painter, founder and CEO of TrueCar. "Buying a car is one of the largest purchases in a person's lifetime, and we want to ensure that NEA members are as educated as possible and understand the benefits of the NEA Auto Buying Program to help save time and money on their auto purchases."

TrueCar unveiled the NEA Auto Buying Program at this year's NEA EXPO, one of the largest education conventions in America, where TrueCar representatives provided live, one-on-one demonstrations and delivered a presentation to interested NEA members with an overview of the program and the unique benefits and savings that it provides.

"It was exciting to witness NEA members' enthusiasm about the NEA Auto Buying Program at the EXPO," commented Felicia Santana, Director of Partner Relations for NEA Member Benefits (NEA MB). "The partnership with TrueCar and the opportunity to help members realize significant savings on such an important asset are in perfect alignment with NEA MB's strategic goals."

For more information about TrueCar, please visit [www.truecar.com](http://www.truecar.com), follow [@TrueCar](https://twitter.com/TrueCar) on Twitter, or become a fan of TrueCar on [Facebook](https://www.facebook.com/TrueCar). For details about the NEA Auto Buying Program through TrueCar, go to <http://www.neamb.com/autobuying>.

### **ABOUT TRUECAR:**

TrueCar, Inc. (NASDAQ: TRUE) is the negotiation-free car buying and selling platform. TrueCar enables a negotiation-free car buying experience by giving buyers transparent insight into what others actually paid (price confidence), upfront pricing information (price discovery), and access to a network of trusted TrueCar Certified Dealers who provide guaranteed savings certificates and seamlessly complete the car purchase. The reality is that buying a car is painful and buyers fear they are going to overpay or be surprised with hidden fees. TrueCar's transparent upfront pricing information makes the car buying process simple so there are no surprises and buyers never overpay. TrueCar's mission is to make car buying simple, fair and fun. Its national network of more than 8,000 TrueCar Certified Dealers, including both new car franchise dealers and non-franchise dealers, is committed to providing negotiation-free savings off MSRP and upfront pricing information for all car-buyers, including members of some of the country's largest membership and service organizations such as AARP, American Express, AAA, and USAA. Note: Not all program features are available in all states. Go to [www.truecar.com](http://www.truecar.com) for program details. TrueCar is headquartered in Santa Monica, Calif., with offices in Santa Barbara, Calif., San Francisco, Calif., and Austin, Texas.

### **ABOUT NEA and NEA MEMBER BENEFITS (NEA MB):**

The National Education Association is the nation's largest professional employee organization, representing three million public education elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers. NEA MB is a wholly-owned subsidiary of the NEA charged with bringing additional value to Association membership by providing personal, financial and professional development products and solutions tailored for NEA members and their families. Exclusive discounts and special offers help members save on everything from cars, mortgages, and insurance to travel, clothing and school supplies. With every program

offered, NEA MB is committed to enriching the lives of those who teach our children and help safeguard our nation's future.

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