



June 13, 2014

TrueCar And Farmers Insurance Launch New Auto Buying Program For The 10+ Million Households Served By The National Insurer

TrueCar Now Has Exclusive Partnerships With 13 Of The Top 20 Auto Insurance Companies In The U.S.

SANTA MONICA, Calif., June 13, 2014 /PRNewswire/ -- TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling platform, and Farmers Insurance have partnered to create a new auto buying program designed to save Farmers customers time and money at the dealership. Through the new Farmers Car Buying Service, the more than 10 million households served by Farmers will gain access to upfront pricing information and guaranteed savings off manufacturer's suggested retail price (MSRP) when purchasing a new or used car in most states. With the addition of Farmers to TrueCar's existing roster of affinity partners in the insurance industry, more than 75 million auto insurance policyholders in America will now have access to a TrueCar-powered auto buying program. In addition, over 1.5 million total loss customers now have access to a negotiation-free experience when replacing their vehicle.



"As a company that believes in helping consumers become smarter, Farmers Insurance, through its partnership with TrueCar, can now offer customers a smart option on their next car purchase - and a superior experience at the dealership with one of our Certified Dealers," said TrueCar founder & CEO Scott Painter. "This partnership demonstrates our leadership in operating auto buying programs in the insurance and total loss markets, and we are excited to offer our TrueCar Certified Dealers the opportunity to connect with the majority of American households through trusted affinity program relationships like Farmers."

TrueCar's mission is to make car buying simple, fair and fun. Through the Farmers Car Buying Service, Farmers customers will now have access to TrueCar's network of Certified Dealers that are willing to provide upfront pricing information and guaranteed savings off MSRP, where available, as a way of establishing trust with today's car buyers. TrueCar works with over 8,000 new car franchised and independent dealers operating in all 50 states and the District of Columbia.

TrueCar users save, on average, more than \$3,000 off MSRP. In addition to this savings at the dealership, Farmers customers who purchase a new vehicle through the TrueCar-powered car buying service will also qualify for a special Buyers Bonus with additional benefits including limited Auto Repair Expense Reimbursement and Automobile Deductible Reimbursement coverages.

For more information about TrueCar, please visit 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 more information about the Farmers Car Buying Service, visit www.Farmers.com/carbuying.

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 is committed to providing negotiation-free savings off MSRP 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 for program details. TrueCar is headquartered in Santa Monica, Calif., with offices in Santa Barbara, Calif., San Francisco, Calif., and Austin, Texas.

About Farmers

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and approximately 22,000 employees.

For more information about Farmers, visit its Web site at www.farmers.com or at www.Facebook.com/FarmersInsurance.

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