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TrueCar Honored Among Technology Leaders With Inaugural "IPO Of The Year" Award

TrueCar Wins First Ever WaveRider Award At 2014 Siemer Summit

SANTA MONICA, Calif., July 18, 2014 /PRNewswire/ -- TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling platform, today announced that it has been awarded the first annual IPO of the Year or "WaveRider" Award at the 2014 Siemer Summit. As Los Angeles becomes home to more public companies, the Siemer Summit created the WaveRider Award to recognize success stories in the category. TrueCar received the award this week at the annual, invitation-only summit for digital media and technology leaders hosted at Casa Del Mar and Shutters on the Beach in Santa Monica, California.



"TrueCar is leading the way in pricing and information transparency in the auto industry. We're thrilled to honor Scott and TrueCar as our 'IPO of the Year' winner," said Dave Siemer, Managing Director at Siemer & Associates. "Scott has always been one of LA's most visionary and passionate tech leaders, and the success of TrueCar is certainly a shining example."

Held annually, the Siemer Summit connects distinguished global digital media and technology leaders at the annual event. Over 800 leaders attended the 2-day Summit, which included over 50 company presentations from entrepreneurs, expert panels, featured speakers, a series of roundtable discussions, and the award ceremony.

"Going public is a significant event in the life of any company, and the road to this milestone can be very challenging. On behalf of all the employees at TrueCar who worked so hard to position us as a public company, I am honored to receive the IPO of the Year award recognizing our achievement," said Scott Painter, TrueCar founder & CEO. "We are very proud to be a part of the growing technology community here in LA, and we hope our journey will be an inspiration to other companies."

TrueCar, the negotiation-free car buying and selling platform, is transforming the car-buying experience, empowering car buyers by giving them transparent insight into what others actually paid, upfront pricing information, and a network of trusted TrueCar Certified Dealers who provide guaranteed savings certificates and seamlessly complete the car purchase. TrueCar works with more than 8,000 new car franchises and independent dealers operating in all 50 states and the District of Columbia.

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.

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