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AAA Selects TrueCar To Power Its Auto-Buying Program For Over 30 Million Members Through Three-Year Renewal Agreement

TrueCar Honored with Milestone Award for its Five Years as an AAA Preferred Supplier

SANTA MONICA, Calif., Sept. 15, 2014 /PRNewswire/ -- TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling platform, today announced that it has renewed its partnership with AAA and will continue to power its auto buying program. The program allows more than 30 million AAA members to connect with TrueCar Certified Dealers to simply and seamlessly purchase a new car at an average savings of \$3,000 off MSRP.



"We founded TrueCar to help the members of our affinity partners get fair deals on vehicle purchases. Over the course of our relationship with AAA, its members have saved more than \$100 million off MSRP through the auto-buying program," said Scott Painter, founder and CEO of TrueCar. "That's a pretty astounding number, and we are honored that AAA has chosen to endorse TrueCar and again selected us to power its proven auto buying program. We're looking forward to the continued success of our partnership."

In recognition of the value of AAA's auto buying program, TrueCar was honored at the 2014 AAA Automotive Conference as a five-year preferred supplier. The award recognized TrueCar's commitment to AAA, its members, and the more than 30 AAA clubs across the nation that utilize the TrueCar auto-buying platform.

Members of TrueCar's affinity partners have used the more than 576 auto-buying programs powered by TrueCar to purchase over 1 million vehicles from TrueCar Certified Dealers while saving over \$3 billion off MSRP. TrueCar remains the leading auto-buying platform in the affinity auto-buying space and currently reaches 75% of U.S. households through these partnerships.

As North America's largest motoring and leisure travel organization, AAA provides more than 54 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at AAA.com.

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).

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 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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