



October 13, 2014

GMC Sierra Tops the List of Best Savings in October, According to TrueCar

Savings on large pickup trucks increase, making room for 2015 models

SANTA MONICA, Calif., Oct. 13, 2014 /PRNewswire/ -- The GMC Sierra 1500, which sells at an average of 21 percent off MSRP, tops October's list of best savings on new vehicles, according to TrueCar, Inc. (NASDAQ: [TRUE](#)), the negotiation-free car buying and selling platform. Published monthly, the "TrueSavings" report analyzes recent transaction prices and identifies opportunities for consumer savings.



"The four best-selling full-size pickup trucks represent about 11% of the light vehicle market, but a much larger share of industry profitability," said John Krafcik, president of TrueCar. "Still, their high MSRPs allow manufacturers substantial discounting margin, and we're really seeing that now with 20% discounts available on many outgoing 2014 model year trucks. GM, Fiat-Chrysler and Toyota are all working hard to steal the thunder from Ford's all-new aluminum-body 2015 Ford F-150, and consumers are going to reap that benefit."

Below is a snapshot of some of the best savings (compared to MSRP) on new vehicles so far in October 2014:

Year/Make/ Model/Trim	Segment	MSRP	Market Average	\$ Savings / % Savings	Est. Monthly Payment*	City / Hwy / Comb MPG
2014 GMC Sierra 1500, Regular Cab, Standard Box 4WD SLE	Large Truck	\$37,400	\$29,624	\$7,776/ 20.8%	\$426	17/22/19.4
2014 Chevrolet Cruze, LS Manual	Small Car	\$18,345	\$15,567	\$2,778/ 15.1%	\$224	25/36/30.1
2014 Ford Edge SE AWD	Midsized SUV	\$30,945	\$26,457	\$4,488/ 14.5%	\$380	18/25/21.3
2014 FIAT 500L Pop	Small Car	\$20,045	\$17,343	\$2,702/ 13.5%	\$249	25/33/28.8
2014 Mercedes-Benz C-Class C250 Coupe	Luxury Car	\$39,125	\$35,032	\$4,093/ 10.5%	\$504	22/31/26.2

*Estimated monthly payments are based on a 3% APR for 60 months with 20% down on the current market average price, and excludes sales tax and other fees and charges that may vary by region or state. These examples are for informational purposes only, and are not offers to lend. See dealer/lender for details, including actual available offers.

"Market Average" is based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change. This does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees or any other charges or fees allowed by law.

Below is a snapshot of some of the best manufacturer lease and finance deals currently available in certain regions:

Lease:

2015 Acura RDX: \$379/month for 36 months with \$1,999 down, 10,000 miles/year, Exp: 11/3/14

2015 Hyundai Sonata: \$199/month for 36 months, \$1,899 down, 12,000 miles/year, Exp: 11/3/14

2014 Kia Forte LX: \$159/month for 36 months, \$1,999 down, 12,000 miles/year, Exp: 11/3/14

2015 Lexus IS 250: \$349/month for 27 months, \$2,499 down, 10,000 miles/year, Exp: 11/3/14

2015 Subaru Forester: \$249/month for 36 months, \$1,949 down, 12,000 miles/year, Exp: 11/3/14

Finance:

2014 Cadillac ATS: 0.0% financing for 60 months, Exp: 10/31/14

2014 Ford F-150: 0.0% financing for 60 months, Exp: 1/1/15

2014 Nissan Murano: 0.0% financing for 72 months, Exp: 10/31/14

2015 Toyota Camry: 1.9% financing for 60 months, Exp: 11/3/14

2014 Volkswagen Beetle: 0.0% financing for 60 months, Exp: 10/31/14

Customer Cash Offers:

2015 Audi A4: \$1,000 customer cash, Exp: 1/2/15

2014 Chevrolet Silverado 1500 4-Door Double Cab LT All Star: \$4,250 customer cash, Exp: 11/3/14

2014 Chrysler 300: \$3,250 customer cash, Exp: 11/3/14

2014 Jeep Compass: \$1,500 customer cash, Exp: 11/3/14

2014 Mazda CX-9: \$3,500 customer cash, Exp: 10/31/14

The deal information summarized above is provided for illustrative purposes only, and is not an offer to lend. Results may vary depending on your individual circumstances, including credit approval by dealer/manufacturer. Deals are subject to change and are limited to inventory on hand. See your dealer/manufacturer for details, including actual offers available in your region.

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) and [Google+](https://plus.google.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 9,000 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.

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

SOURCE TrueCar, Inc.

News Provided by Acquire Media