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TrueCar to power AAA Northern California car-buying program for over 4.2 million members

33rd AAA club nationwide to align with TrueCar's mission to simplify car-buying process

SANTA MONICA, Calif., Feb. 20, 2015 /PRNewswire/ -- [TrueCar](#), Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace, launched a new partnership with AAA Northern California, Nevada and Utah that will connect its expansive membership base with upfront pricing information through a network of over 10,000 TrueCar Certified Dealers.



Starting this month, club members can take advantage of the program by going to [AAA.com/buyacar](#) to find pricing information on the vehicles of their choice.

"Part of TrueCar's heritage is providing members of our partner programs access to dealers who are committed to delivering hassle-free buying experiences," said Scott Painter, founder and CEO of TrueCar. "We're thrilled to extend the benefits of TrueCar beyond the 30 million AAA members we already serve."

The partnership connects AAA Northern California, Nevada and Utah's more than 4.2 million members to TrueCar Certified Dealers for a "No Surprises" buying experience and average savings of more than \$3,000 off of manufacturer's suggested retail price (MSRP). In recognition of the value of its program, TrueCar was honored as a five-year preferred supplier at the 2014 AAA Automotive Conference on June 25 in Charlotte, North Carolina, which recognized TrueCar's commitment to AAA and its members.

Members of TrueCar's affinity partners have purchased over 1 million vehicles through the nearly 580 auto-buying programs powered by TrueCar and saved over \$3 billion off MSRP. TrueCar is the leading auto-buying platform in the affinity auto-buying space and currently reaches 75 percent of U.S. households through these partnerships.

AAA Northern California, Nevada and Utah offers a wide array of automotive, travel, insurance, DMV, financial services, and consumer discounts to more than 4.2 million members. AAA has been a leader and advocate for the safety and security of all travelers since it was founded 114 years ago.

About TrueCar

TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace, gives consumers transparent insight into what others paid and access to guaranteed savings off MSRP from TrueCar Certified Dealers. TrueCar's network of more than 10,000 trusted Certified Dealers is committed to providing upfront pricing information and a hassle-free buying experience. TrueCar powers car-buying programs for some of the largest U.S. membership and service organizations, including AARP, American Express, AAA and USAA. Not all program features are available in all states. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](#). Follow us on [Facebook](#) or [Twitter](#).

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