

The Securities and Exchange Commission has not necessarily reviewed the information in this filing and has not determined if it is accurate and complete.

The reader should not assume that the information is accurate and complete.

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549  
**FORM D**

OMB APPROVAL	
OMB Number:	3235-0076
Estimated average burden hours per response:	4.00

**Notice of Exempt Offering of Securities**

**1. Issuer's Identity**

CIK (Filer ID Number)	Previous Names <input type="checkbox"/> None	Entity Type
<a href="#">0001327318</a>	<a href="#">Zag com Inc</a>	<input checked="" type="checkbox"/> Corporation
Name of Issuer		<input type="checkbox"/> Limited Partnership
<a href="#">TrueCar, Inc.</a>		<input type="checkbox"/> Limited Liability Company
Jurisdiction of Incorporation/Organization		<input type="checkbox"/> General Partnership
<a href="#">DELAWARE</a>		<input type="checkbox"/> Business Trust
Year of Incorporation/Organization		<input type="checkbox"/> Other (Specify)
<input checked="" type="checkbox"/> Over Five Years Ago		
<input type="checkbox"/> Within Last Five Years (Specify Year)		
<input type="checkbox"/> Yet to Be Formed		

**2. Principal Place of Business and Contact Information**

Name of Issuer			
<a href="#">TrueCar, Inc.</a>			
Street Address 1	Street Address 2		
<a href="#">225 SANTA MONICA BOULEVARD</a>	<a href="#">12TH FLOOR</a>		
City	State/Province/Country	ZIP/PostalCode	Phone Number of Issuer
<a href="#">SANTA MONICA</a>	<a href="#">CALIFORNIA</a>	<a href="#">90401</a>	<a href="#">800-200-2000</a>

**3. Related Persons**

Last Name	First Name	Middle Name
<a href="#">Painter</a>	<a href="#">Scott</a>	
Street Address 1	Street Address 2	
<a href="#">225 Santa Monica Boulevard</a>	<a href="#">12th Floor</a>	
City	State/Province/Country	ZIP/PostalCode
<a href="#">Santa Monica</a>	<a href="#">CALIFORNIA</a>	<a href="#">90401</a>
Relationship: <input checked="" type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
<a href="#">Hansen</a>	<a href="#">Steve</a>	
Street Address 1	Street Address 2	
<a href="#">225 Santa Monica Boulevard</a>	<a href="#">12th Floor</a>	
City	State/Province/Country	ZIP/PostalCode
<a href="#">Santa Monica</a>	<a href="#">CALIFORNIA</a>	<a href="#">90401</a>
Relationship: <input checked="" type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
<a href="#">Nguyen</a>	<a href="#">James</a>	
Street Address 1	Street Address 2	
<a href="#">225 Santa Monica Boulevard</a>	<a href="#">12th Floor</a>	

City State/Province/Country ZIP/PostalCode  
Santa Monica CALIFORNIA 90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Foster Troy  
Street Address 1 Street Address 2  
650 Page Mill Road  
City State/Province/Country ZIP/PostalCode  
Palo Alto CALIFORNIA 94304

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Buce Robert  
Street Address 1 Street Address 2  
225 Santa Monica Boulevard 12th Floor  
City State/Province/Country ZIP/PostalCode  
Santa Monica CALIFORNIA 90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Maroone Michael  
Street Address 1 Street Address 2  
225 Santa Monica Boulevard 12th Floor  
City State/Province/Country ZIP/PostalCode  
Santa Monica CALIFORNIA 90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Dietz Steven  
Street Address 1 Street Address 2  
2121 Avenue of the Stars Suite 1630  
City State/Province/Country ZIP/PostalCode  
Los Angeles CALIFORNIA 90067

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Doolan Victor  
Street Address 1 Street Address 2  
225 Santa Monica Boulevard 12th Floor  
City State/Province/Country ZIP/PostalCode  
Santa Monica CALIFORNIA 90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

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Last Name First Name Middle Name  
Yadigaroglu Ion  
Street Address 1 Street Address 2

225 Santa Monica Boulevard

12th Floor

City

State/Province/Country

ZIP/PostalCode

Santa Monica

CALIFORNIA

90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

Last Name

First Name

Middle Name

Mesic

Brian

Street Address 1

Street Address 2

225 Arizona Avenue

Suite 200

City

State/Province/Country

ZIP/PostalCode

Santa Monica

CALIFORNIA

90401

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

Last Name

First Name

Middle Name

DiGiacomo

Ron

Street Address 1

Street Address 2

9800 Fredericksburg Road

City

State/Province/Country

ZIP/PostalCode

San Antonio

TEXAS

78288

Relationship:  Executive Officer  Director  Promoter

Clarification of Response (if Necessary):

#### 4. Industry Group

Agriculture

Health Care

Retailing

Banking & Financial Services

Biotechnology

Restaurants

Commercial Banking

Health Insurance

Technology

Insurance

Hospitals & Physicians

Computers

Investing

Pharmaceuticals

Telecommunications

Investment Banking

Other Health Care

Other Technology

Pooled Investment Fund

Is the issuer registered as an investment company under the Investment Company Act of 1940?

Manufacturing

Travel

Yes

No

Real Estate

Airlines & Airports

Other Banking & Financial Services

Commercial

Lodging & Conventions

Business Services

Construction

Tourism & Travel Services

Energy

REITS & Finance

Other Travel

Coal Mining

Residential

Other

Electric Utilities

Other Real Estate

Energy Conservation

Environmental Services

Oil & Gas

Other Energy

#### 5. Issuer Size

Revenue Range

OR

Aggregate Net Asset Value Range

- |                                                         |                                                       |
|---------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> No Revenues                    | <input type="checkbox"/> No Aggregate Net Asset Value |
| <input type="checkbox"/> \$1 - \$1,000,000              | <input type="checkbox"/> \$1 - \$5,000,000            |
| <input type="checkbox"/> \$1,000,001 - \$5,000,000      | <input type="checkbox"/> \$5,000,001 - \$25,000,000   |
| <input type="checkbox"/> \$5,000,001 - \$25,000,000     | <input type="checkbox"/> \$25,000,001 - \$50,000,000  |
| <input type="checkbox"/> \$25,000,001 - \$100,000,000   | <input type="checkbox"/> \$50,000,001 - \$100,000,000 |
| <input type="checkbox"/> Over \$100,000,000             | <input type="checkbox"/> Over \$100,000,000           |
| <input checked="" type="checkbox"/> Decline to Disclose | <input type="checkbox"/> Decline to Disclose          |
| <input type="checkbox"/> Not Applicable                 | <input type="checkbox"/> Not Applicable               |

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**6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)**

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- |                                                                  |                                                                                    |
|------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> Rule 504(b)(1) (not (i), (ii) or (iii)) | <input type="checkbox"/> Rule 505                                                  |
| <input type="checkbox"/> Rule 504 (b)(1)(i)                      | <input checked="" type="checkbox"/> Rule 506                                       |
| <input type="checkbox"/> Rule 504 (b)(1)(ii)                     | <input type="checkbox"/> Securities Act Section 4(5)                               |
| <input type="checkbox"/> Rule 504 (b)(1)(iii)                    | <input type="checkbox"/> Investment Company Act Section 3(c)                       |
|                                                                  | <input type="checkbox"/> Section 3(c)(1) <input type="checkbox"/> Section 3(c)(9)  |
|                                                                  | <input type="checkbox"/> Section 3(c)(2) <input type="checkbox"/> Section 3(c)(10) |
|                                                                  | <input type="checkbox"/> Section 3(c)(3) <input type="checkbox"/> Section 3(c)(11) |
|                                                                  | <input type="checkbox"/> Section 3(c)(4) <input type="checkbox"/> Section 3(c)(12) |
|                                                                  | <input type="checkbox"/> Section 3(c)(5) <input type="checkbox"/> Section 3(c)(13) |
|                                                                  | <input type="checkbox"/> Section 3(c)(6) <input type="checkbox"/> Section 3(c)(14) |
|                                                                  | <input type="checkbox"/> Section 3(c)(7)                                           |

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**7. Type of Filing**

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- New Notice    Date of First Sale **2011-08-30**     First Sale Yet to Occur
- Amendment

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**8. Duration of Offering**

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Does the Issuer intend this offering to last more than one year?     Yes     No

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**9. Type(s) of Securities Offered (select all that apply)**

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- |                                                                                                                      |                                                           |
|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> Equity                                                                           | <input type="checkbox"/> Pooled Investment Fund Interests |
| <input type="checkbox"/> Debt                                                                                        | <input type="checkbox"/> Tenant-in-Common Securities      |
| <input type="checkbox"/> Option, Warrant or Other Right to Acquire Another Security                                  | <input type="checkbox"/> Mineral Property Securities      |
| <input type="checkbox"/> Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security | <input type="checkbox"/> Other (describe)                 |

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**10. Business Combination Transaction**

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Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer?       Yes     No

Clarification of Response (if Necessary):

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**11. Minimum Investment**

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Minimum investment accepted from any outside investor \$0 USD

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**12. Sales Compensation**

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Recipient

Recipient CRD Number  None

(Associated) Broker or Dealer  None

(Associated) Broker or Dealer CRD Number  None

Street Address 1

Street Address 2

City

State/Province/Country

ZIP/Postal Code

State(s) of Solicitation (select all that apply)  All States

Check "All States" or check individual States  Foreign/non-US

### 13. Offering and Sales Amounts

Total Offering Amount \$49,999,998 USD or  Indefinite

Total Amount Sold \$41,500,005 USD

Total Remaining to be Sold \$8,499,993 USD or  Indefinite

Clarification of Response (if Necessary):

### 14. Investors

Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

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### 15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$0 USD  Estimate

Finders' Fees \$0 USD  Estimate

Clarification of Response (if Necessary):

### 16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD  Estimate

Clarification of Response (if Necessary):

### Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

#### Terms of Submission

In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.\*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against it in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Rule 505 exemption, the issuer is not disqualified from relying on Rule 505 for one of the reasons stated in Rule 505(b)(2)(iii).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
TrueCar, Inc.	/s/ Troy Foster	Troy Foster	Secretary	2011-09-13

*Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.*

\* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.

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