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## TrueCar TV ads featuring Owen Wilson as "voice" of brand now live

### First spot featuring the love affair between dogs and cars began airing during Westminster Annual Dog Show

SANTA MONICA, Calif., Feb. 17, 2015 /PRNewswire/ -- Award-winning actor, producer and writer Owen Wilson's affable voice is featured in two new broadcast spots for [TrueCar](#), Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace. The campaign uses a broad mix of talent to position TrueCar as the new way for modern consumers, especially millennials, to buy a car.



The first brand spot, dubbed "True Love," celebrates the longtime relationship that exists between dogs and cars, and aired on the first day of the 139th [Westminster Kennel Club Annual Dog Show](#) at Madison Square Garden in New York, which concludes today with the naming of the dog deemed Best in Show.

"Owen Wilson is the voice of this campaign because he is beloved by a generation that TrueCar is dedicated to serving," said Lucas Donat, TrueCar chief marketing officer and CEO of Tiny Rebellion. "The ads are meant to connect the joy of car ownership to the ease of how we can now buy them through TrueCar. The 'True Love' spot has a simple premise, dogs love cars as much as we do."

Additionally, TrueCar will extend the theme throughout a social brand campaign using the hashtag [#DogsInCars](#). Follow us on [Instagram](#), [Facebook](#) or [Twitter](#) for updates on how to join in. Participants will be assisting TrueCar donate to a charity dedicated to the welfare of dogs.

Tiny Rebellion, TrueCar's Santa Monica-based creative agency of record, developed the overarching "True Campaign" ads, which have been airing since 2014 and feature a mix of 60-second, 30-second and 15-second spots running both on national cable and online. The campaign conveys America's passion for cars and demonstrates that the future of buying a car can be as joyful as driving one.

To view the TrueCar TV spots featuring Owen Wilson's voice, click below.

#### [True Love](#) :30

We all love cars. Of course, some of us more than others; and there's no one that captures this spirit quite like dogs. Every size, every breed, dogs hanging their heads out of a car window as the breeze blows through their fur has become an iconic and enduring image.

#### [True Thrill](#) :30

There's a unique love affair people have with their cars. Unfortunately the car-buying process can sometimes be painful and awkward. Well no more. TrueCar has simplified the process, making it simple, fair and fun. And this commercial is meant to celebrate that, evoking all the positive feelings we associate with driving a car and align them with buying them.

#### 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](http://www.truecar.com). Follow us on [Facebook](#) or [Twitter](#).

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#### **About Tiny Rebellion**

Tiny Rebellion is the positive change ad agency that helps purpose-led companies disrupt their industries while positively changing the world — like Bolthouse Farms and TrueCar. Tiny Rebellion believes accountable business is the most powerful force for positive change. Tiny Rebellion change agents create truth-fueled advertising that ignites a consumer uprising for their clients. Tiny Rebellion is located in Santa Monica, California, at the epicenter of Silicon Beach. For more information, visit <http://www.tiny-rebellion.com>.



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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/truecar-tv-ads-featuring-owen-wilson-as-voice-of-brand-now-live-300036805.html>

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