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## July Auto Sales Revenue to Hit \$48.9 Billion

Average transaction prices likely to rise 1.3 percent

SANTA MONICA, Calif.--(BUSINESS WIRE)-- TrueCar, Inc. (NASDAQ: TRUE) projects U.S. revenue from new vehicle sales reached \$48.9 billion for the month of July, up 0.9 percent from a year ago. Despite a likely increase in incentive spending and a slight dip in retail sales, automakers should post a \$428 million gain in revenue compared to last year fueled by higher average transaction prices.

Honda Motor Co. leads the industry in lowering their incentive to average transaction price ratio. The ratio dropped to 6.6 percent in July, down from 7.4 percent a year earlier. This decline was driven by Honda's efforts to pull back incentive spending. The July incentive spend was likely down by 11.4 percent compared to last year. Additionally, strong consumer demand for the newly redesigned Civic and CR-V remained robust last month.

"Honda continues to roll out new vehicles with their aggressive product launch cadence," said Patrick Min, TrueCar's senior industry insights analyst. "The radically redesigned Civic bucks the trend of softening demand across the car segments with strong sales and dramatically lowered incentive support. Even though the CR-V is nearing the end of its lifecycle, Honda is benefiting from robust demand for the largest segment in the industry, compact utility vehicles."

TrueCar estimates the average transaction price (ATP) for a new light vehicle was \$32,518 in July, up 1.3 percent from a year ago. Average incentive spending per unit rose by \$159 to \$3,225. The ratio of incentive spending to ATP was 9.9 percent, up from 9.6 percent a year ago.

"What is interesting to note is that while overall national retail spending remains strong and consumer confidence is relatively unchanged, we are probably seeing some attempts in incentive spending to boost auto sales beyond its organic demand," said Oliver Strauss, TrueCar's chief economist.

### Average Transaction Price (ATP)

Manufacturer	Jul. 2016			Percent	Percent
	Forecast	Jul. 2015	Jun. 2016	Change vs. Jul. 2015	Change vs. Jun. 2016
BMW (BMW, Mini)	\$52,405	\$49,937	\$52,372	4.9%	0.1%
Daimler (Mercedes-Benz, Smart)	\$59,866	\$56,952	\$59,866	5.1%	0.0%
FCA (Chrysler, Dodge, Jeep, Ram, Fiat)	\$33,071	\$32,638	\$33,065	1.3%	0.0%
Ford (Ford, Lincoln)	\$36,006	\$34,460	\$36,095	4.5%	-0.2%
GM (Buick, Cadillac, Chevrolet, GMC)	\$34,368	\$35,111	\$35,740	-2.1%	-3.8%
Honda (Acura, Honda)	\$27,229	\$27,304	\$27,381	-0.3%	-0.6%
Hyundai	\$22,935	\$23,484	\$23,302	-2.3%	-1.6%
Kia	\$22,356	\$23,596	\$22,741	-5.3%	-1.7%
Nissan (Nissan, Infiniti)	\$27,502	\$27,387	\$27,647	0.4%	-0.5%
Subaru	\$26,788	\$26,662	\$27,158	0.5%	-1.4%
Toyota (Lexus, Scion, Toyota)	\$30,566	\$30,353	\$31,111	0.7%	-1.8%
Volkswagen (Audi, Porsche, Volkswagen)	\$35,066	\$38,744	\$38,093	-9.5%	-7.9%
<b>Industry</b>	<b>\$32,518</b>	<b>\$32,104</b>	<b>\$32,993</b>	<b>1.3%</b>	<b>-1.4%</b>

### Incentive per Unit Spending

Manufacturer	Jul. 2016			Percent	Percent
	Forecast	Jul. 2015	Jun. 2016	Change vs. Jul. 2015	Change vs. Jun. 2016
BMW (BMW, Mini)	\$5,178	\$4,151	\$5,405	24.7%	-4.2%

Daimler (Mercedes-Benz, Smart)	\$4,538	\$4,784	\$4,746	-5.1%	-4.4%
FCA (Chrysler, Dodge, Jeep, Ram, Fiat)	\$3,996	\$3,535	\$4,063	13.0%	-1.6%
Ford (Ford, Lincoln)	\$3,632	\$3,018	\$3,681	20.3%	-1.3%
GM (Buick, Cadillac, Chevrolet, GMC)	\$4,338	\$4,257	\$4,063	1.9%	6.8%
Honda (Acura, Honda)	\$1,794	\$2,031	\$1,720	-11.6%	4.3%
Hyundai	\$2,328	\$2,668	\$2,291	-12.7%	1.6%
Kia	\$2,699	\$3,022	\$2,707	-10.7%	-0.3%
Nissan (Nissan, Infiniti)	\$3,439	\$3,576	\$3,451	-3.9%	-0.4%
Subaru	\$644	\$696	\$632	-7.5%	1.9%
Toyota (Lexus, Scion, Toyota)	\$2,228	\$2,127	\$2,290	4.7%	-2.7%
Volkswagen (Audi, Porsche, Volkswagen)	\$3,796	\$3,090	\$3,796	22.9%	0.0%
<b>Industry</b>	<b>\$3,225</b>	<b>\$3,066</b>	<b>\$3,231</b>	<b>5.2%</b>	<b>-0.2%</b>

### Incentive Spending as a Percentage of ATP

Manufacturer	Jul. 2016 Forecast	Jul. 2015	Jun. 2016	Percent Change vs. Jul. 2015	Percent Change vs. Jun. 2016
BMW (BMW, Mini)	9.9%	8.3%	10.3%	18.9%	-4.3%
Daimler (Mercedes-Benz, Smart)	7.6%	8.4%	7.9%	-9.8%	-4.4%
FCA (Chrysler, Dodge, Jeep, Ram, Fiat)	12.1%	10.8%	12.3%	11.6%	-1.7%
Ford (Ford, Lincoln)	10.1%	8.8%	10.2%	15.2%	-1.1%
GM (Buick, Cadillac, Chevrolet, GMC)	12.6%	12.1%	11.4%	4.1%	11.0%
Honda (Acura, Honda)	6.6%	7.4%	6.3%	-11.4%	4.9%
Hyundai	10.2%	11.4%	9.8%	-10.6%	3.3%
Kia	12.1%	12.8%	11.9%	-5.7%	1.4%
Nissan (Nissan, Infiniti)	12.5%	13.1%	12.5%	-4.3%	0.2%
Subaru	2.4%	2.6%	2.3%	-7.9%	3.3%
Toyota (Lexus, Scion, Toyota)	7.3%	7.0%	7.4%	4.0%	-1.0%
Volkswagen (Audi, Porsche, Volkswagen)	10.8%	8.0%	10.0%	35.8%	8.6%
<b>Industry</b>	<b>9.9%</b>	<b>9.6%</b>	<b>9.8%</b>	<b>3.8%</b>	<b>1.3%</b>

### About TrueCar

TrueCar, Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 11,000 Certified Dealers also powers car-buying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one third of all new car buyers engage with the TrueCar network during their purchasing process. 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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