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Bloomberg Veteran Alan Ohnsman Joining TrueCar as Senior Vice President/Chief Communications Officer

SANTA MONICA, Calif., Sept. 16, 2014 /PRNewswire/ -- TrueCar, Inc. ([TRUE](#)), the negotiation-free car buying and selling platform, today announced that Alan Ohnsman will become the company's Senior Vice President and Chief Communications Officer. Ohnsman will report to John Krafcik, TrueCar's President in this newly created position.



Ohnsman joined Bloomberg in Tokyo in 1999 and has served as the West Coast automotive correspondent for Bloomberg News since 2001. In that capacity, he led Bloomberg's coverage of Tesla Motors Inc. since 2006. For more than a decade he's documented auto industry successes and setbacks, with a particular focus on Toyota Motor Corp., Honda Motor Co., Nissan Motor Co. and Hyundai Motor Co.

Ohnsman is a well-known expert on advanced powertrain technology, California's ZEV mandate, U.S. fuel-economy and emissions rules as well as auto-manufacturing advances. He has also been a frequent contributor to Bloomberg's Businessweek and Markets magazines, and made numerous appearances on Bloomberg TV and Radio, NPR and affiliates KPCC and KCRW.

"This young Santa Monica company is building a truly innovative service that harnesses data and technology to reduce car-buying stress and improve the process for dealers and automakers," Ohnsman said. "The chance to work with its world-caliber team of automotive heavyweights, and TrueCar's product, tech and dealer teams is a rare and exciting opportunity."

"Alan is an incredibly intelligent leader and a gifted communicator with deep industry insight," said John Krafcik, president of TrueCar. "We're excited to have him leading TrueCar's communications."

Ohnsman has a reputation for scoops and this year broke the news of Toyota's plan to move U.S. sales operations from California to Texas. His work on Tesla received a 2014 business feature award from the Los Angeles Press Club. A Markets magazine cover story co-authored in 2008, "End of the Oil Age," was a finalist for a Business Journalist of the Year Award.

Along with two decades in newsrooms, he spent five years in equity research departments for the former Lehman Brothers and Salomon Brothers in Tokyo in the 1990s.

Ohnsman has degrees from Columbia University's Graduate School of Journalism and Ohio Wesleyan University. His auto-industry start dates back to the 1980s when, as a college student, he made Honda Accord and Civic seats at a factory in Marysville, Ohio, his hometown.

[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 8,000 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.

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