

TrueCar Connect

Nov 2020



An update on our marketing initiatives that drive buyers into your dealership.

**“MOST DEALER VISITS”
“MOST VISITED”
“MOST USEFUL”**
- J.D. Power



DRIVEN TO DRIVE

Inspired by Army Ranger
Cory Remsburg

Meet Karah Behrend

Our 5th DrivenToDrive
Vehicle Recipient

TrueCar Access

Complimentary
Trade & Payments

Brand Campaigns

Deliver Over 100
Million Impressions



5th Annual DrivenToDrive Program Awards Veteran Karah Behrend, Former USAF Intelligence Analyst



DRIVENTO DRIVE
Powered by TrueCar Military

Inspired by Army Ranger Cory Remsburg, **DrivenToDrive** helps disabled veterans get back behind the wheel by providing these deserving individuals with brand new vehicles and retrofitting them, as needed. Since 2017, we've given away 4 vehicles and this past Veteran's Day we are proud to have awarded our 5th vehicle to Air Force Veteran Karah Behrend, an all new Chevy Colorado ZR2. See the highlights and learn more at truecar.com/driventodrive.



Meet TrueCar Military Brand Ambassador, Jesse Iwuji

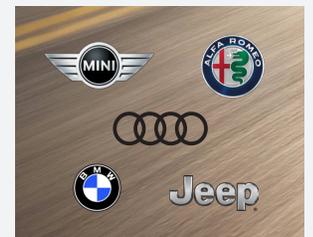
We're thrilled to announce our partnership with NASCAR Driver and Naval Officer, Jesse Iwuji. Jesse embodies everything TrueCar stands for as a brand, with his love for cars, commitment to the Military, and advocacy for diversity.



Jesse Iwuji, NASCAR Xfinity Series Kansas Lottery 300 Race

OEM Military Incentives

We've teamed up with a number of manufacturers to offer special cash incentives to TrueCar Military customers. Including Alfa Romeo, Audi, BMW, Chrysler, Dodge, Fiat, Jeep, Mini, and Ram



DriveOn Ad Campaign

We've partnered with military marketing specialists, Refuel Agency, to build deeper connections with the military community through meaningful and authentic campaigns such as "DriveOn" across all our digital channels.



Behaviors & Preferences of Today's Digital Buyer

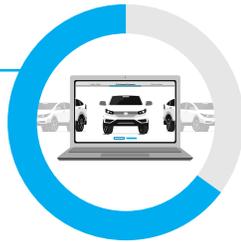
Utilizing online tools to provide a convenient and personalized car buying experience are no longer a luxury, they're now essential.



We're seeing a **2x increase** in dealer close rate when shoppers build their deal online including trade-in and payment details.

68%

of in-market shoppers say they are more likely to shop with a dealership that enables online deal building



Demand for digital car buying includes the ability to...

Discover VIN-Specific Pricing

76%

of shoppers would like to calculate and compare monthly payments online

Get a Vehicle Trade-in Value

65%

would like to receive an offer for a vehicle trade-in online

Build Monthly Payments

61%

would like to set up the entire deal online, including financing

"TrueCar Brings Buyers to Our Dealership"



"Look at our recent sales reports — there is your success story!"

- Nicole Valent, Hugh White Honda

"TrueCar customers know what they want because they're able to configure cars down to the color. With other providers, customers shop thousands of cars and really aren't ready to buy, so you waste time. TrueCar leads deliver so much customer information that you end up spending less time getting them into the dealership to buy. We've saved time and seen a sales increase with TrueCar. It's just easy and it works."

Increase Your Close Rate with Access Connections

Receive customer trade and payment details right to your CRM by enabling TrueCar Access Connections. Connections including these key details have an increased close rate by up to 2X!

Visit truecar.com/activatepayments to join the Access Network at no additional cost.

Industry Insider: Dealer to Dealer Conversations

Join us every other Tuesday at 11 am PT on the TrueCar Certified Dealers Facebook page. Here we interview some of the best in the business to bring you new ideas, actionable tips, and techniques



TrueCar + Affinity Partner Sites Deliver the Most Showroom Visits, 9 Years in a Row

TrueCar

Most Visited.
Most Useful.
Most Showroom Visits.

For 7 years in a row, TrueCar and its affinity partner sites have been named the most visited, most useful, and drive the most showroom visits among automotive third party websites.

J.D. POWER
2020 New Autoshipper Study

Learn more at [TrueCar.com/Dealer](https://www.truecar.com/dealer)
Results based on the J.D. Power 2014-2020 New Autoshipper Studies.

New Brand Campaigns Deliver Over 100M Impressions to In-Market Buyers and Target Military Audiences

TrueCar is strengthening our digital presence to deliver quality in-market buyers and military audiences to your dealerships through strategic paid search, social, programmatic, and connected TV.

YouTube

facebook

hulu

Google

Bing

New Partner & Credit Unions Launched to Expand Our Affinity Network Reach by 235K Members

JOHNS HOPKINS
FEDERAL CREDIT UNION

Bellwether
COMMUNITY CREDIT UNION

FORUM
CREDIT UNION