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Toyota Camry Tops the List of Best Savings in September, According to TrueCar

Savings on midsize sedans increase due to rising inventory levels

SANTA MONICA, Calif., (September 12, 2014)– The Toyota Camry SE, which is selling at an average of 15 percent off MSRP, tops September’s list of best savings on new vehicles, according to [TrueCar](#), the negotiation-free car buying and selling platform. Published monthly, the “TrueSavings” report analyzes recent transaction prices and identifies opportunities for consumer savings.

“The four top-selling midsize sedans all have savings well above historical norms,” said Scott Painter, Founder and Chief Executive Officer of TrueCar. “For those consumers who do not necessarily need the functional benefits that higher-demand crossovers provide, these sedans offer compelling value and fuel efficiency.”

In August 2014, the average days to turn reached 73 days for the top four selling midsize sedans. This is up 26 days, or 56%, compared to August of last year.

Below is a snapshot of some of the best savings (compared to MSRP) on new vehicles so far in September 2014:

Year/Make/ Model/Trim	Segment	MSRP	Market Average	\$ Savings / % Savings	Est. Monthly Payment*	City /Hwy / Comb MPG
2014.5 Toyota Camry, SE 4-Cyl	Midsize Car	\$24,908	\$21,576	\$3,332/ 15.4%	\$310	25/35/29.7
2014 Ford F-150, 2WD SuperCab 6- 1/2Ft Box XLT	Large Truck	\$34,230	\$29,109	\$5,121/ 15.0%	\$418	17/23/19.8
2014 Volkswagen Golf 2.5L 4-Door	Small Car	\$22,630	\$20,481	\$2,149 /9.5%	\$294	23/30/26.4
2014 Honda Accord Sedan EX-L CVT	Midsize Car	\$29,060	\$26,902	\$2,158/7.4%	\$387	27/36/31.3
2014 Subaru Tribeca 3.6R Limited	Midsize Utility	\$35,220	\$32,845	\$2,375/6.7%	\$472	16/21/18.4

**Estimated monthly payments are based on a 3% APR for 60 months with 20% down on the current market average price, and exclude sales tax and other fees and charges that may vary by region or state. These examples are for informational purposes only, and are not offers to lend. See dealer/lender for details, including actual available offers.*

“Market Average” is based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change. This does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees or any other charges or fees allowed by law.

Below is a snapshot of some of the best manufacturer lease and finance deals currently available in certain regions:

Lease:

2015 BMW 228i xDrive Coupe: \$359/month for 36 months, \$3,834 down, 10,000 miles, Exp: 9/30/14
2014 Honda Civic: \$159/month for 36 months, \$1,999 down, 12,000 miles/year, Exp: 11/3/14
2014 Hyundai Elantra: \$179/month for 36 months, \$2,299 down, 12,000 miles/year, Exp: 9/30/14
2014 Nissan Juke: \$189/month for 39 months, \$2,999 down, 12,000 miles/year, Exp: 9/30/14
2014 Chrysler 300 RWD: \$279/month for 27 months with \$2,999 down, 10,000 miles, Exp: 9/30/14

Finance:

2014 Cadillac CTS Sedan: 0.0% financing for 60 months, Exp: 10/31/14
2014 Dodge Charger: 0.0% financing for 60 months, Exp: 9/30/14
2014 Ford Explorer: 0.0% financing for 72 months, Exp: 9/30/14
2014 GMC Acadia: 0.0% financing for 60 months, Exp: 9/30/14
2014 Volkswagen Jetta: 0.0% financing for 72 months, Exp: 9/30/14

Customer Cash Offers:

2014 Buick Enclave: \$1,500 customer cash, Exp: 9/30/14
2014 Chevrolet Silverado 1500: \$3,000 customer cash, Exp: 9/30/14
2014 Hyundai Sonata: \$2,000 customer cash, Exp: 9/30/14
2014 Kia Sorento LX: \$2,000 customer cash, Exp: 9/30/14
2014 Toyota Prius: \$1,500 customer cash, Exp: 9/30/14

The deal information summarized above is provided for illustrative purposes only, and is not an offer to lend. Results may vary depending on your individual circumstances, including credit approval by dealer/manufacturer. Deals are subject to change and are limited to inventory on hand. See your dealer/manufacturer for details, including actual offers available in your region.

For more information about TrueCar, please visit www.truecar.com, follow @TrueCar on Twitter or become a fan of TrueCar on Facebook and Google+.

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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