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## TrueCar Promotes Industry Veteran David Green to Senior Vice President of Major Accounts

SANTA MONICA, Calif.--(BUSINESS WIRE)-- TrueCar, Inc. (NASDAQ: [TRUE](#)) announces the promotion of David Green to senior vice president of major accounts within the company's Dealer Sales and Service team.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170125005376/en/>



Green joined TrueCar in 2015 and is currently responsible for the support and account development of the largest dealer groups within the TrueCar Certified Dealer Network. In his newly expanded role, Green will continue to oversee the company's largest dealer client portfolio while also stewarding non-traditional enterprise client relationships.

"David's customer first approach and extensive experience in automotive retail has helped enable our largest dealer clients to improve their performance on the TrueCar platform," said executive vice president of dealer sales and service, Brian Skutta. "He's also proven to be a consistent and invaluable voice of the dealer within our leadership team," said Skutta.

Green's track record in automotive retail spans more than 25 years, having held positions as Regional Vice President, National Retail Development Director and General Manager at Sonic Automotive.

Most recently, Green served as the Managing Partner of Showcase Honda in Phoenix, Arizona, where he successfully implemented a one-price used car sales strategy and created a concierge department of non-commissioned associates to increase consumer engagement and streamline the sales process.

"It is an exciting time to be at TrueCar as we re-define who we are and how we can help our dealers succeed in today's transparent and evolving marketplace. I look forward to working with our team to continue to help our dealers maximize their performance," said Green.

David Green, SVP of Major Accounts at TrueCar (Photo: Business Wire)

TrueCar recently announced its latest updates to its Dealer Pledge initiative and plans to demo its proprietary analytics tool, Sales Analyzer 2.0, at the 2017 NADA Convention. To learn more, please visit TrueCar Booth #2061.

### 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 13,000 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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TrueCar, Inc.  
[pressinquiries@truecar.com](mailto:pressinquiries@truecar.com)

Alison Sternberg  
424-258-8771  
[asternberg@truecar.com](mailto:asternberg@truecar.com)

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