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Ford, Sam's Club And TrueCar Team Up To Provide Exclusive Sales Event For Sam's Club Members

The Ford Savings Event offers discounted pricing and additional cash incentives for qualifying members

SANTA MONICA, Calif., Oct. 16, 2017 /PRNewswire/ -- Sam's Club and [TrueCar, Inc.](#) (NASDAQ: TRUE) are teaming up with [Ford Motor Company](#) to offer exclusive discounts on Ford vehicles to [Sam's Club](#) members through the [Sam's Club Auto Buying Program](#) powered by TrueCar.



From now until January 2, 2018, qualifying Sam's Club members* who register at <https://samsclub.truecar.com/ford.html> will receive an exclusive \$500 Bonus Cash incentive. This incentive can be applied to the discounted Sam's Club member pricing** and any publicly available Ford cash incentives. The offer is eligible on the full 2017 and 2018 Ford model lineup, excluding certain trims. A complete list of qualifying vehicles is available at <https://samsclub.truecar.com/ford.html>

"We are thrilled to work with Ford to offer exclusive savings to Sam's Club members who are in the market for a new car," said Mike Darrow, EVP Partner & OEM Development, TrueCar. "Sam's Club is one of our fastest-growing and highly valued partners and we are excited about this opportunity to provide their members with even more savings from the most popular American automotive brand."

To redeem the offer, members will register at <https://samsclub.truecar.com/ford.html> and generate an offer code which they will then present to any franchised Ford dealer in the participating regions at the time of purchase or lease of qualifying vehicle.

"Ford is proud to join forces with Sam's Club and TrueCar on this promotion and is pleased to be offering Sam's Club members additional savings on our most popular vehicles," said Kevin Cour, Director, U.S. Operations at Ford.

The Ford Savings Event is a new offering available through the [Sam's Club Auto Buying Program](#) powered by TrueCar, available exclusively to Sam's Club members. The Sam's Club Auto Buying Program lets members search for new and used vehicles in their local area. Members can see what other people recently paid for comparable vehicles they're interested in purchasing. Additionally, members can receive up to \$2,000 in post-sale benefits, including auto repair and auto deductible reimbursements for additional peace of mind.

"Being a member of Sam's Club means exclusive access to great products, brands, savings and services," said Taylor Duersch, Vice President of Membership, Sam's Club. "We're always looking for new ways to increase the value of our membership and are proud to offer even more savings to our members through a collaboration with Ford and TrueCar."

*The Sam's Club Member Bonus Cash incentive offer can be redeemed at Sam's Club locations and Ford Dealerships in 36 states in Ford's Western, Central and Great Lakes regions. Offer not available in the following states: AL, CT, FL, GA, MA, ME, NC, NH, NY, RI, SC, VA, and VT. Visit <https://samsclub.truecar.com/ford.html> to learn more about this sales event. Must be a member for a minimum of 30-days to qualify.

***"Member pricing" refers to either Ford Supplier (X-Plan) pricing available to members at any Ford franchise dealer OR Sam's Club Auto Buying Program pricing that is available to members who opt-in to see pricing on local inventory at a Ford TrueCar Certified Dealer.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and

services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About Sam's Club

Sam's Club®, a division of Wal-Mart Stores, Inc., is a leading membership warehouse club offering superior products, savings and services to millions of members in more than 650 clubs in the U.S. and Puerto Rico. To learn more about Sam's Club, visit the [Sam's Club Newsroom](#), shop at SamsClub.com, and interact with Sam's Club on [Twitter](#) and [Facebook](#).

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 15,000 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 half 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. Follow us on [Facebook](#) or [Twitter](#).

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