

We're Expanding Your Reach to High-Quality Military Buyers

The TrueCar Military Program was designed to provide exclusive benefits to the military community looking to buy, sell or trade. As a TrueCar Certified Dealer, you're now able to **broaden your reach to a large military audience of over 45 million people**, including active duty military, veterans and their immediate family.



Attract incremental buyers through exclusive **OEM incentives**



Engage shoppers with exclusive **consumer benefits** funded by TrueCar



Maximize revenue opportunities by directly **presenting your finance offerings**

Engage Shoppers with our Exclusive Military Appreciation Package

In addition to buying incentives TrueCar Military buyers can receive up to \$4,000 of added benefits -- at no cost to the dealership, including:



Auto Repair Reimbursement*

Reimburses 20% of vehicle repair payments, up to \$500 (parts included), 2 times a year for 2 years.

Auto Deductible Reimbursement*

Reimburses the insurance deductible on a vehicle claim, covering up to \$500, 2 times a year for 2 years.

Dedicated Military Resources

Dedicated customer hotline and comprehensive buying guides are available to support buyers along the way.

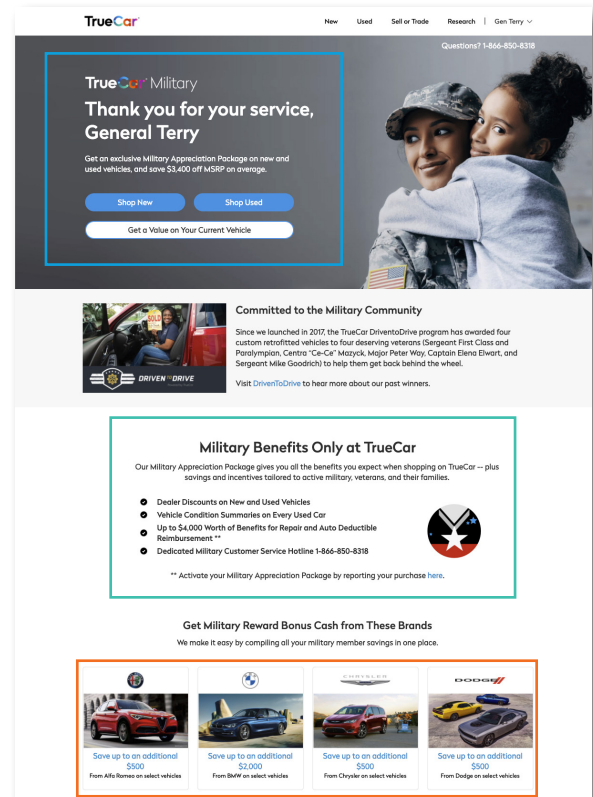
Eligible buyers can visit **TrueCar.com/Report-Purchase** within 45-days to activate their benefits.

*Some benefits not available in NY or NH. Terms and conditions apply. Auto Deductible Reimbursement is provided by Voyager Indemnity Insurance Company, an Assurant company.

How it Works

TrueCar Military Customer Experience

- 1 Consumers verify military eligibility for exclusive benefits and OEM offers
- 2 TrueCar Military's landing page is personalized for the consumer and buying paths are revealed
- 3 Military Appreciation Package benefits and OEM incentives are presented upon verification



TrueCar Dealer Experience

- 1 TrueCar Military leads will include a **“Military” badge in the Dealer Portal**, and a **source code of “TrueCar Military”** in your CRM
- 2 A **link to the dealer portal**, which contains the military **prospects' full details and preferences**, will also be included in the CRM lead notes
- 3 Military **badging and filtering** will be available in Dealer Portal for easier identification and sorting

