

Buyer's Bonus

Buyer's Bonus is an exclusive program, fully funded by TrueCar, that is made available to members of certain affinity auto buying sites. It is designed to further reinforce the value of working with a TrueCar Certified Dealer for the member's next vehicle purchase.

TrueCar Buyer's Bonus

Enjoy benefits worth up to \$2,000, like Auto Repair and Auto Deductible Reimbursement, when you report your new or used car purchase from a Certified Dealer.**
[Learn More](#)

Depending on the partner, the member is eligible for the following in the first year of car ownership:

Auto Repair Expense Reimbursement



Reimburses 20% of the payment, if any, made to repair the vehicle purchased through the car buying program. Covers up to a \$500 reimbursement on repair (parts included), 2x a year.

Auto Deductible Reimbursement



Reimburses what the member paid, if anything, for their insurance deductible when they file a claim. Covers up to \$500, 2x a year.

Auto Expert Opinion



A member can talk directly to an ASE-Certified mechanic to discuss questions they might have on recommended repairs and cost, sounds their car is making, etc.

Participating auto buying programs include:



Auto Repair Expense Reimbursement



Auto Deductible Reimbursement



Auto Expert Opinion



*Not all participating programs are listed. Please contact us at info@truecar.com or 866.480.1313 with any questions.

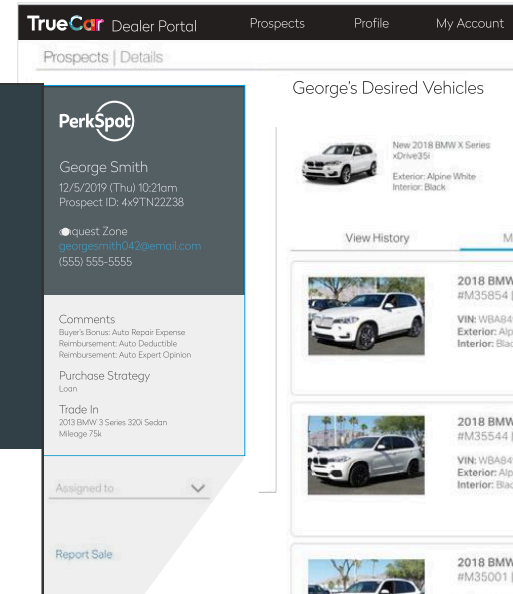
**Nave Federal members get 2X the benefits through the Military Appreciation Package.

Buyer's Bonus

What do you need to do?

To confirm your customer's eligibility, review the lead notes in your CRM to see if they reference Buyer's Bonus. If you can't view this information in your CRM, click the lead's link to the TrueCar Dealer Portal and refer to the comments section of the prospect's details

What do customers need to do?



Customer's will receive an email with information on how to activate Buyer's Bonus once they submit their contact information to connect with Certified Dealers who have the car they want. They can also visit the "Report Your Purchase" page of their Auto Buying Program's website for additional information.



Purchase a vehicle.

Customer must buy or lease a new or used vehicle from a TrueCar Certified Dealer through a qualifying TrueCar-powered affinity program to qualify. Purchases from dealers who are not TrueCar Certified will not be eligible for TrueCar Buyer's Bonus benefits.



Report their purchase.

After purchasing a vehicle from a Certified Dealer, customers must return to their affinity auto buying site's "Report Your Purchase" page within 45 days and enter their email address to get started. They should have their VIN, dealership details and personal information handy to complete the process.



Access their benefits.

Once a customer reports their purchase, they will receive a confirmation email with instructions on how to access their Buyer's Bonus benefits. Whether they use one benefit or use them all, there's no additional cost to the customer!