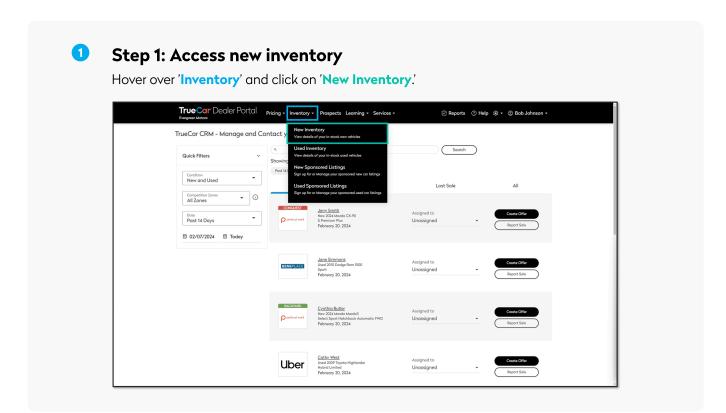


Why is displaying accurate pricing important?

Displaying accurate pricing is a crucial component to our partnership. We want to make sure the price we are displaying is the price you want to transact at. Most importantly, having accurate pricing ensures we foster the trust between yourself, TrueCar and our Affinity Partner Network.

In this document you'll learn:

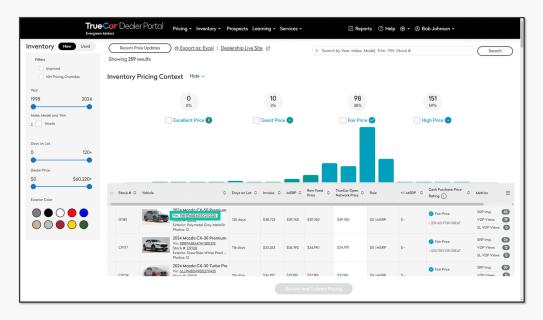
- How to view payment calculations by VIN
- · How to view current fees and accessories
- How to update fees and accessories





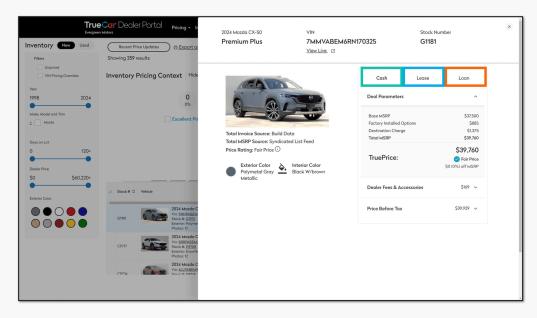
Step 2: Select a VIN

Select a VIN you want to examine. You can also search for year, make, model, trim, VIN, or stock# if you're looking for a specific vehicle.



3 Step 3: Cash, lease or loan previews

You'll be able to examine the deal structures for **cash**, **lease**, and **loan** deals.





4

Step 4: Deal Parameters

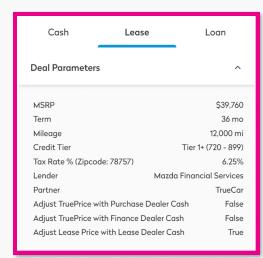
Looking at the Deal Parameter is a key step to ensure you we are calculating the payments correctly.

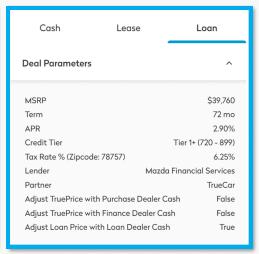
For Leases, you will see:

- MSRP
- Term
- Credit Tier used for calculations
- Tax Rate
- Lender
- Dealer Cash Settings

For Loans, you will see:

- MSRP
- Term
- APR
- Credit Tier
- Tax Rate
- Lender
- Dealer Cash Settings





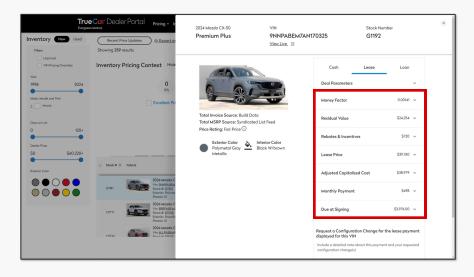


Step 5: Additional factors

Once you understand how we are calculating this example, you can **examine the other fields to see**:

- · Government fees
- · Dealer fees
- Dealer installed accessories
- · Rebates and incentives
- · Residual values
- And other details that make sure we are displaying an accurate price and monthly payment

Make sure you methodically go through these menus if you're investigating an issue with pricing.





Our top performing dealers monitor and update their fees and accessories regularly.

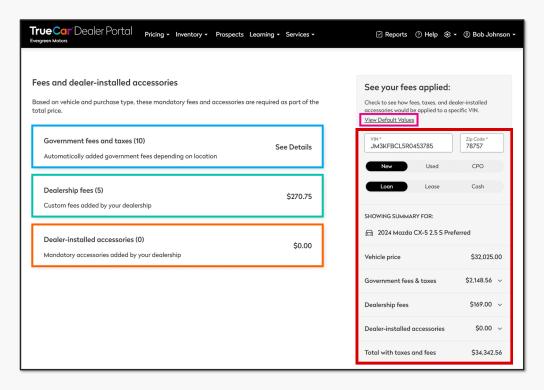
TrueCar CRM - Manage and Co



2 Step 2:

Once you understand how we are calculating this example, you can examine the other fields to see:

- Clicking on 'View Default Values' will enable you to see what we are using for lease and loan factors.
- The **table on the right** will show you how the fees and accessories are being calculated into a real example in your inventory.
- You can also click on 'Government fees and taxes,' 'Dealership fees,' and
 'Dealer-installed accessories' to view and update those values. Continue
 reading to learn more about each of these sections.

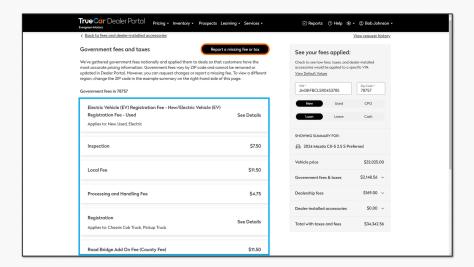






Government fees and taxes

TrueCar will automatically calculate required government fees and taxes. As a best practice, periodically review these fees to make sure there are not duplicated fees.

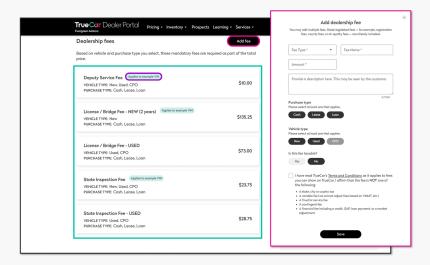


Dealership fees

The dealership fees section contains fees added by your dealership.

Your current fees will be noted if they apply to your current VIN example.

When you add a fee you'll be able to set it to apply based on purchase type and vehicle type.







Dealer-installed accessories

This page works just like your dealer fees! Your current products are listed and tagged if they apply to your current example.

When you add an accessory, you'll have the option to apply it to a specific vehicle or vehicle type.

The most important thing to note about this screen is that these are required accessories. These accessories will automatically be added to a customer's payments on TrueCar sites.

