

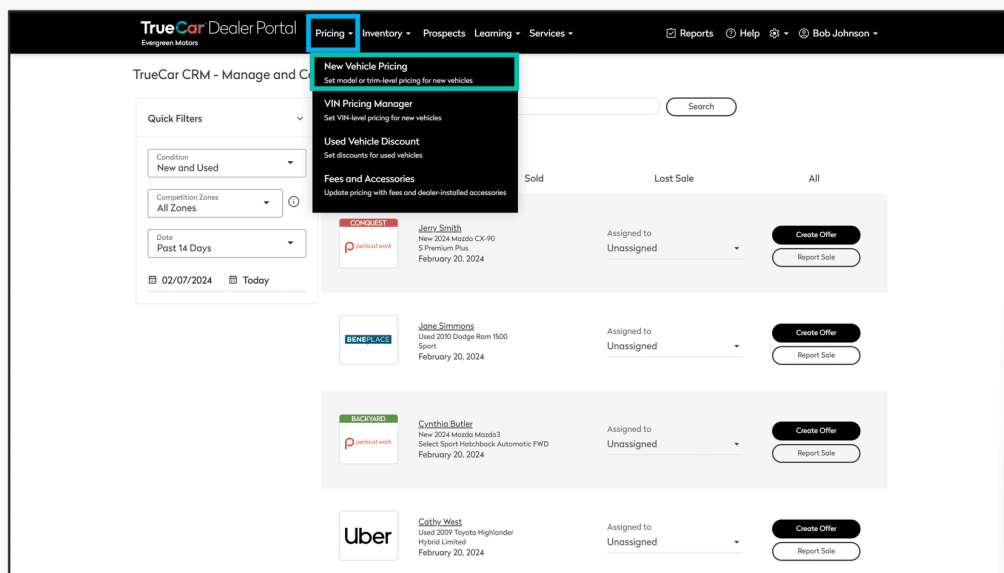
## Why is pricing new vehicles important?

Top performing TrueCar dealers provide an upfront price on all of their new inventory. Continue reading to learn how to:

- Price by model or trim
- Use the VIN Pricing Manager

### 1 Step 1: Select "New Vehicle Pricing"

Hover over "Pricing" and click on "New Vehicle Pricing".



## 2 Step 2: Select your filters

If you sell multiple makes, you'll need to select the **make filter** to price them out one at a time.

You can also use the **additional filters** to narrow down a specific vehicle you are looking to make pricing updates for.

The screenshot shows the TrueCar Dealer Portal interface for Evergreen Motors. At the top, there's a navigation bar with links for Pricing, Inventory, Prospects, TrueCar+, Learning, and Services. A user profile for John Smith is visible. Below the navigation bar, there's a section for 'Recent Pricing Rule Updates' and a notification for '14 TRIMS IN INVENTORY NEED PRICING'. The main area features a filter selection interface with dropdowns for MAKE (Ford), YEAR (2024), MODEL (Bronco), and TRIM (Badlands 2 Door Advanced 4WD). Below these, there's a 'Filters:' section showing the selected filters and a 'Reset Filters' button. A 'Download Price List' link is also present. The interface includes a table for pricing updates with columns for Year, Model and Trim, Open Network Price, Cash Purchase Price Rating before Consumer Rebates, Price Rating, and Min. MSRP Savings. A 'Quick Price Tool' is available for setting pricing for all models and trims. At the bottom, there's a 'Set Pricing by Model or Trim' section with a table for selecting specific models and trims to price. A 'Review and Submit Pricing' button is located at the bottom right.

## 3 Step 3: Pricing options

As we go through the pricing options below, you will have up to five pricing options:

- % off MSRP
- \$ off MSRP
- \$ off Invoice
- % off List (additional setup required)
- \$ off List (additional setup required)

Please contact your Dealer Performance Manager if you would like to add the option of creating pricing rules based on your Inventory Feed's List Price.

## 4 Step 4: Quick pricing for all models and trims

In the next section, you can use the **Quick Price Tool** to make a general pricing rule that applies to all of your models and trims.

You can either use one of the pricing rules described in the previous step or use the slider to set a pricing rating for all of your vehicles.

This is a great way to get started if you have a common pricing rule across your inventory.

TrueCar Dealer Portal  
Evergreen Motors

Pricing ▾ Inventory ▾ Prospects TrueCar+ Learning ▾ Services ▾

Reports Help John Smith ▾

Recent Pricing Rule Updates 14 TRIMS IN INVENTORY NEED PRICING View Unpriced

MAKE YEAR MODEL TRIM

Filters: Ford Reset Filters Download Price List

+ Expand All Rows Member Network Savings: \$100 below Open Network Price Edit

Year	Model and Trim	Open Network Price	Cash Purchase Price Rating before Consumer Rebates	Price Rating	Min. MSRP Savings
		Amount	Value Type	Excellent Price Great Price Fair Price High Price	Curve Summary

**Quick Price Tool: Set Pricing for All Models and Trims**

All Years All Models Mixed Values Select Type

**Set Pricing by Model or Trim**

2024

Model and Trim	Amount	Value Type	Price Rating	Min. MSRP Savings
Bronco 10 VINs		\$ MSRP		
Badlands 2 Door Advanced 4WD   0 VINs	+644	\$ MSRP	Fair Price	\$644
Badlands 4 Door Advanced 4WD   0 VINs	+969	\$ MSRP	Fair Price	\$969
Big Bend 2 Door 4WD   0 VINs	+223	\$ MSRP	Fair Price	\$223

Review and Submit Pricing

## 5 Step 5: Pricing by model and trim

In the bottom section of this page, you can narrow down your pricing by model. And you can click the arrow to make pricing adjustments for each trim.

TrueCar Dealer Portal  
Evergreen Motors

Pricing ▾ Inventory ▾ Prospects TrueCar+ Learning ▾ Services ▾

Reports Help John Smith ▾

Year	Model and Trim	Open Network Price	Cash Purchase Price Rating before Consumer Rebates	Price Rating	Min. MSRP Savings
		Amount	Value Type	Excellent Price Great Price Fair Price High Price	Curve Summary

**Set Pricing by Model or Trim**

2024

Model and Trim	Amount	Value Type	Price Rating	Min. MSRP Savings
Bronco 10 VINs		\$ MSRP		
Badlands 2 Door Advanced 4WD   0 VINs	-619	\$ MSRP	Fair Price	\$619
Badlands 4 Door Advanced 4WD   0 VINs	-480	\$ MSRP	Great Price	-\$480
Big Bend 2 Door 4WD   0 VINs	+295	\$ MSRP	Fair Price	\$295
Big Bend 4 Door 4WD   0 VINs	-593	\$ MSRP	Great Price	-\$593
Black Diamond 2 Door 4WD   0 VINs	+765	\$ MSRP	Fair Price	\$765
Black Diamond 4 Door 4WD   0 VINs	+564	\$ MSRP	Fair Price	\$564
Everglades 4 Door Advanced 4WD   0 VINs	+225	\$ MSRP	Fair Price	\$225
Heritage Edition 2 Door Advanced 4WD   0 VINs	-854	\$ MSRP	Great Price	-\$854
Heritage Edition 4 Door Advanced 4WD   0 VINs	+1994	\$ MSRP	Fair Price	\$1,994
Heritage Limited Edition 2 Door Advanced 4WD   0 VINs	+2706	\$ MSRP	Great Price	\$2,706
Heritage Limited Edition 4 Door Advanced 4WD   0 VINs	+3489	\$ MSRP	Great Price	\$3,489
Outer Banks 4 Door 4WD   0 VINs	+409	\$ MSRP	Fair Price	\$409

Review and Submit Pricing

## 6 Step 6: Don't forget to save!

Any time you make a change, **do not forget to click the 'Review and Submit Pricing' button** at the bottom of the screen!

The screenshot shows the TrueCar Dealer Portal interface for Evergreen Motors. The main table lists vehicles with columns for Year, Model and Trim, Open Network Price, Cash Purchase Price Rating before Consumer Rebates, Price Rating, and Min. MSRP Savings. A 'Review and Submit Pricing' button is highlighted at the bottom of the screen.

Year	Model and Trim	Open Network Price	Cash Purchase Price Rating before Consumer Rebates	Price Rating	Min. MSRP Savings
2024	Bronco 10 VINs	Mixed Values	undo	\$ MSRP	
	Badlands 2 Door Advanced 4WD   0 VINs	+819	undo	\$ MSRP	
	Badlands 4 Door Advanced 4WD   0 VINs	-480	undo	\$ MSRP	
	Big Bend 2 Door 4WD   0 VINs	+295	undo	\$ MSRP	
	Big Bend 4 Door 4WD   0 VINs	-593	undo	\$ MSRP	
	Black Diamond 2 Door 4WD   0 VINs	+765	undo	\$ MSRP	
	Black Diamond 4 Door 4WD   0 VINs	+564	undo	\$ MSRP	
	Everglades 4 Door Advanced 4WD   0 VINs	+225	undo	\$ MSRP	
	Heritage Edition 2 Door Advanced 4WD   0 VINs	-854	undo	\$ MSRP	
	Heritage Edition 4 Door Advanced 4WD   0 VINs	+1994	undo	\$ MSRP	
	Heritage Limited Edition 2 Door Advanced 4WD   0 VINs	+2706	undo	\$ MSRP	
	Heritage Limited Edition 4 Door Advanced 4WD   0 VINs	+3489	undo	\$ MSRP	
	Outer Banks 4 Door 4WD   0 VINs	+409	undo	\$ MSRP	

## Reviewing your changes

At the top of the screen, you will be able to review the pricing changes done by anyone in your Dealership.

The screenshot shows the TrueCar Dealer Portal interface with a 'Recent Pricing Rule Updates' modal window open. The modal displays a table of pricing rule updates, including the number of rules changed, the authorized user, and the submission date. A 'Recent Pricing Rule Updates' button is highlighted in the background interface.

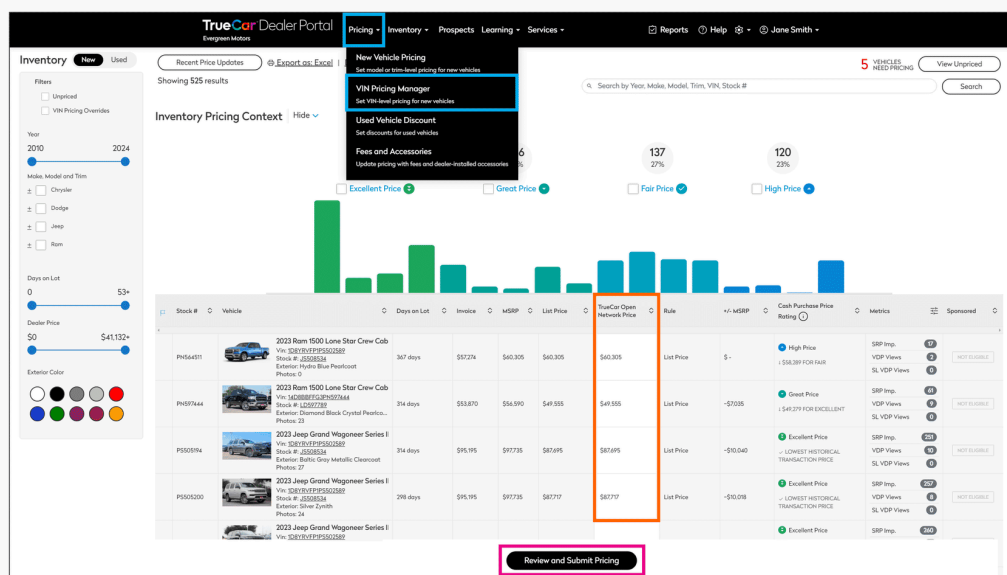
# of Rules Changed	Authorized By	Submitted On	Archived
N/A	jsmith@truecar.com	10/25/2023   2:12:29 PM	Archived
1	jalba@truecar.com	10/25/2023   2:09:12 PM	<a href="#">View Details</a>
96	nportman@truecar.com	10/23/2023   3:45:53 PM	<a href="#">View Details</a>
21	jsmith@truecar.com	10/23/2023   3:45:06 PM	<a href="#">View Details</a>
7	bpitt@truecar.com	10/6/2023   5:08:41 PM	<a href="#">View Details</a>
N/A	apocino@truecar.com	10/6/2023   5:07:45 PM	Archived
N/A	jsmith@truecar.com	8/18/2023   10:56:48 AM	Archived
N/A	jsnow@truecar.com	8/18/2023   10:55:50 AM	Archived
4	jsmith@truecar.com	2/28/2023   8:44:15 PM	<a href="#">View Details</a>
N/A	lskywalker@truecar.com	2/16/2023   6:18:09 PM	Archived
N/A	jsmith@truecar.com	2/7/2023   7:51:38 PM	Archived
N/A	jsmith@truecar.com	2/7/2023   7:51:05 PM	Archived
467	jsmith@truecar.com	2/1/2023   12:38:07 PM	<a href="#">View Details</a>
N/A	athompson@truecar.com	10/12/2022   10:58:57 AM	Archived
1	jsmith@truecar.com	10/12/2022   10:58:28 AM	<a href="#">View Details</a>
2	jsmith@truecar.com	10/12/2022   10:56:14 AM	<a href="#">View Details</a>
164	jsmith@truecar.com	6/24/2022   1:52:46 PM	<a href="#">View Details</a>
114	jsmith@truecar.com	6/24/2022   1:50:00 PM	<a href="#">View Details</a>

## VIN Pricing Manager

Have a vehicle with special pricing?

Access the VIN Pricing Manager and you can input a **TrueCar Open Network Price** for a specific vehicle. This value will not be overridden by any pricing rules you have created in New Vehicle Pricing.

**As always, don't forget to save!**



**TrueCar Dealer Portal**

**VIN Pricing Manager**

Set VIN-level pricing for new vehicles

Use Vehicle Discount

Fees and Accessories

Update pricing with fees and dealer-installed accessories

Search by Year, Make, Model, Trim, VIN, Stock #

5 VEHICLES NEED PRICING

View Unpriced

Excellent Price 137 27% Great Price 120 23% Fair Price High Price

Stock #	Vehicle	Days on Lot	Invoice	MSRP	List Price	TrueCar Open Network Price	Rule	+/- MSRP	Cash Purchase Price	Metrics	Sponsored
PH04001	2023 Ram 1500 Lone Star Crew Cab VIN: 5B8RY0T1P5502580 Stock # 20250834 Exterior: Hybrid Blue Pearlcoat Photos: 0	367 days	\$57,274	\$60,305	\$60,305	\$60,305	List Price	\$ -	High Price + \$38,391 FOR RARE	SRP Imp. VDP Views SL VDP Views	12 0 0
PH03744	2023 Ram 1500 Lone Star Crew Cab VIN: 5B8RY0T1P5502584 Stock # 20250834 Exterior: Diamond Black Crystal Pearlcoat Photos: 23	294 days	\$55,870	\$56,590	\$49,555	\$49,555	List Price	-\$7,035	Great Price + \$49,279 FOR EXCELLENT	SRP Imp. VDP Views SL VDP Views	12 0 0
P050094	2023 Jeep Grand Wagoneer Series I VIN: 5B8RY0T1P5502582 Stock # 20250834 Exterior: Bright Gray Metallic Clearcoat Photos: 27	314 days	\$95,195	\$97,735	\$87,695	\$87,695	List Price	-\$10,040	Excellent Price + LOWEST HISTORICAL TRANSACTION PRICE	SRP Imp. VDP Views SL VDP Views	253 0 0
P050020	2023 Jeep Grand Wagoneer Series I VIN: 5B8RY0T1P5502582 Stock # 20250834 Exterior: Silver Lynx Photos: 24	298 days	\$95,195	\$97,735	\$87,717	\$87,717	List Price	-\$10,018	Excellent Price + LOWEST HISTORICAL TRANSACTION PRICE	SRP Imp. VDP Views SL VDP Views	253 0 0
	2023 Jeep Grand Wagoneer Series I VIN: 5B8RY0T1P5502582								Excellent Price	SRP Imp.	253

**Review and Submit Pricing**