

Are you maximizing your Co-op funds?



TrueCar's Co-op Program provides dealers with the services and documentation to submit claims for reimbursement of qualified TrueCar products with their OEMs.

Easy access to documents



Get Co-op documents right in your Dealer Portal each month, or opt in to have them sent directly to your email each month.

Supplemental cash



Control your costs by supplementing your advertising budget with possible OEM Co-op dollars.

Catered to your OEM



TrueCar caters to each OEM's required documents.

TrueCar Auto Buying Co-op eligible makes:



- Dealer is responsible for submitting their Co-op documentation to the OEM for reimbursement.
- Co-op documents for the previous month are loaded into the Dealer Portal in two separate uploads based on the Dealer's Billing Method:

PPS (Pay Per Sale) & Flat Fee – no later than the 15th of the month

PG (Performance Guarantee) – no later than the 25th of the month

*All Co-op payments are between the dealer and the applicable OEM. The applicable OEM, not TrueCar, determines eligibility for Co-op payments. TrueCar is not responsible to the dealer for failure of the OEM to issue all or any part of any requested Co-op payment.