

TrueCar, Inc.  
Form 3  
May 15, 2014

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|  |         |                                      |  |  |
|--|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person *  |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                            |  |
| Easterby Stewart                           |         | (Month/Day/Year)                     | TrueCar, Inc. [TRUE]   |  |
| (Last)                                     | (First) | 05/15/2014                           |  |  |
|  |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                       | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| C/O TRUECAR, INC., 120 BROADWAY, SUITE 200 |         |                                      |  |  |
| (Street)                                   |         |                                      | (Check all applicable)   |  |
|  |         |                                      | <input type="checkbox"/> Director                                      | <input type="checkbox"/> 10% Owner                   |
|  |         |                                      | <input checked="" type="checkbox"/> Officer                            | <input type="checkbox"/> Other                       |
|  |         |                                      | (give title below)   | (specify below)                                      |
| SANTA MONICA, CA 90401                     |         |                                      | Chief Operating Officer  |  |
| (City)                                     | (State) | (Zip)                                | 6. Individual or Joint/Group Filing(Check Applicable Line)             |  |
|  |         |                                      | <input checked="" type="checkbox"/> Form filed by One Reporting Person |  |
|  |         |                                      | <input type="checkbox"/> Form filed by More than One Reporting Person  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 72,954  | D  |   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|--|--|---|--|--|---|

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|                                      | Date Exercisable | Expiration Date |              | Amount or Number of Shares |            | or Indirect (I) (Instr. 5) |   |
|--------------------------------------|------------------|-----------------|--------------|----------------------------|------------|----------------------------|---|
| Employee Stock Option (right to buy) | Â (1)            | 09/15/2018      | Common Stock | 283,333                    | \$ 0.4949  | D                          | Â |
| Employee Stock Option (right to buy) | Â (1)            | 04/26/2019      | Common Stock | 83,333                     | \$ 0.8249  | D                          | Â |
| Employee Stock Option (right to buy) | Â (2)            | 07/15/2020      | Common Stock | 351,000                    | \$ 2.1149  | D                          | Â |
| Employee Stock Option (right to buy) | Â (3)            | 02/17/2021      | Common Stock | 66,666                     | \$ 2.8349  | D                          | Â |
| Employee Stock Option (right to buy) | Â (4)            | 06/14/2021      | Common Stock | 56,666                     | \$ 3.5549  | D                          | Â |
| Employee Stock Option (right to buy) | Â (5)            | 02/14/2022      | Common Stock | 10,000                     | \$ 11.5049 | D                          | Â |
| Employee Stock Option (right to buy) | Â (6)            | 02/22/2023      | Common Stock | 33,333                     | \$ 7.9199  | D                          | Â |
| Employee Stock Option (right to buy) | Â (1)            | 02/22/2023      | Common Stock | 11,761                     | \$ 7.9199  | D                          | Â |
| Employee Stock Option (right to buy) | Â (7)            | 05/02/2023      | Common Stock | 16,666                     | \$ 7.9199  | D                          | Â |
| Employee Stock Option (right to buy) | Â (8)            | 10/22/2023      | Common Stock | 80,000                     | \$ 8.8799  | D                          | Â |
| Employee Stock Option (right to buy) | Â (9)            | 02/07/2024      | Common Stock | 50,000                     | \$ 9.2549  | D                          | Â |
| Employee Stock Option (right to buy) | Â (10)           | 05/02/2024      | Common Stock | 116,666                    | \$ 12.8099 | D                          | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| Easterby Stewart<br>C/O TRUECAR, INC.<br>120 BROADWAY, SUITE 200<br>SANTA MONICA, CA 90401 | Â             | Â         | Â Chief Operating Officer | Â     |

## Signatures

/s/ Troy Foster, by power of attorney

05/15/2014

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares subject to the option are fully vested and immediately exercisable.
- (2) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on July 24, 2010.
- (3) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on March 17, 2011.
- (4) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on March 15, 2012.
- (5) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on March 14, 2012.
- (6) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on March 22, 2013.
- (7) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning on June 2, 2013.
- (8) The option is subject to an early exercise provision and is immediately exercisable. Shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning February 1, 2014.
- (9) The option is subject to an early exercise provision and is immediately exercisable. Subject to certain performance milestones, shares subject to the option shall vest in forty-eight (48) equal monthly installments beginning February 1, 2014.
- (10) The option is subject to an early exercise provision and is immediately exercisable. One-fourth (1/4th) of the shares subject to the option vest on May 2, 2015 and one forty-eighth (1/48th) of the shares vest monthly thereafter.

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### Remarks:

Exhibit 24 - Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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