

TrueCar Becomes Primary Sponsor For Holbrook In Multi-Year "Women Empowered" Initiative

SANTA MONICA, CALIF. (Dec. 1, 2011) - TrueCar, Inc., creators of the intelligent automotive marketplace that benefits both buyers and sellers has announced an extensive, multi-year commitment to support Shea Holbrook in the Pirelli World Challenge Championships starting in 2012.

"TrueCar is built upon the foundation of empowering individuals with the tools and resources they need to become expert car buyers," said TrueCar Founder and CEO Scott Painter. "The "Women Empowered" initiative is an exciting extension of that philosophy - empowering women in racing by giving talented female drivers everything they need to dominate their sport."

TrueCar Racing is leveraging their self-made "Women Empowered" initiative as an extension of the company's efforts to help women enjoy the best possible car buying experience. With over 80% of car buying decisions influenced by women - and 50% of all car purchases made by women - this impactful audience is a significant part of the automotive retail landscape which will be marketing through associations like the one with Holbrook.

"For young people, and young women in particular, this opportunity proves that you should never give up on your dreams because you never know opportunities are just around the corner," Holbrook said today in an interview while at Orlando's Performance Racing Industry (PRI).

"I've had gratifying experiences throughout my motorsports career but nothing even comes close to this opportunity. I'm forever grateful for TrueCar's efforts and belief in me as a driver. I'm more than ready and will approach the 2012 season with confidence, passion, and a desire to win."

Holbrook will be racing in the Touring Car division of the Pirelli World Championship during 2012. The car and team Holbrook will be racing with will be announced by the end of the year.

For more information, please visit www.TrueCar.com or www.SheaRacing.com

About TrueCar:

TrueCar, Inc. has changed how cars are sold by providing a significantly better customer experience -- helping qualified dealer partners gain incremental market share and reduce costs. As a transparent, visual publisher of new car transaction data, TrueCar.com price reports help both dealers and consumers agree on the parameters of a fair deal by providing an accurate, comprehensive and simple understanding of what others actually paid for the identically equipped new car over the last 30 days both locally and nationally. TrueCar, Inc. is headquartered in Santa Monica, CA and has offices in San Francisco and Austin. The company was founded in 2005 and has been profitable since 2009. With 131% annual growth since 2006, TrueCar has driven over 400,000 sales and is developing a suite of transaction oriented products and services centered on transparency and radical clarity as a result of comprehensively analyzing market data and information. You can follow TrueCar on Twitter and become a fan of TrueCar on Facebook. For more information, please visit www.TrueCar.com.

About Shea Holbrook:

Shea's passion for driving started when she was 16 with a "Richard Petty Experience." Shea quickly began excelling in the motorsports world through high performance driving events all throughout Florida. She then went on to obtain her SCCA license and since then Shea has been road racing competitively all over the nation with many organizations, from sprint races to 25 hour enduros. Shea debuted her first professional race season with SCCA World Challenge Pro Racing in 2010 finishing 6th in the championship. Shea is an accomplished national competitive water skier holding numerous state, regional and national titles. Shea became the first woman to ever win a Pirelli World Challenge Touring Car race in 2011 with winning the Long Beach Grand Prix. She's also the third woman to ever won a professional race at Long Beach alongside Dancia Patrick and Simona De Silvestro. Shea is currently attending the University of Central Florida majoring in Communications/Marketing in which she'll graduate in May. "Fear is a state of mind, will is an action taken." Shea lives this quote and believes through commitment and determination anything is possible. Helping others is another love of Shea's. Shea Racing partnered up with Frito Lay Corp., in 2008 to raise \$12,500 for the Susan G. Komen "For the Cure." She has also raised thousands of dollars and awareness for her charity of choice, Parent Project Muscular Dystrophy (PPMD.) PPMD benefits Duchenne muscular dystrophy which affects her own family.

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