

TrueCar Write-Off Policy FAQs

Hello Joe,

Attached is the full write off policy to include FAQ's. The reason we are now publishing this is simply due to dealers asking for it in writing. Our goal is to be an accountable partner with our dealers and clarity around write off's is the fairest way to treat every dealer the same. This policy will in fact allow the majority of dealers who haven't ever requested a wrote off to now do so.

Why is TrueCar introducing a write-off policy?

What primarily drives write-off requests are when certain Dealers dispute the validity of a TrueCar invoice (in states using a Pay Per Sale billing model) due to attribution disagreements. In the past, TrueCar has not had a consistent write-off policy which has resulted in different outcomes for different Dealers and runs counter to TrueCar's goal of a fair marketplace. In addition, we are rolling out a write-off policy in direct response to Dealer feedback. Our goal is to provide a clear, fair and equitable write-off policy that is consistently applied to all Dealers.

Did Dealers help create the TrueCar write-off policy?

Yes. Providing a written write-off policy has been a long-standing request from many Dealers and we are pleased to fulfill their request. The write-off policy was many months in the making and incorporates the input of many Dealers. The write-off policy was also reviewed by the TrueCar National Dealer Council.

Are there exceptions to the TrueCar write-off policy?

No. The write-off policy reflects considerable thought and analysis. The purpose of a written write-off policy is to provide clarity as to which situations may result in write-offs and which will not. Additionally, it is important that the policy be applied consistently to all Dealers. Allowing exceptions would violate both of these objectives.

The TrueCar write-off policy is “really” about TrueCar making more money from Dealers

TrueCar's fees to Dealers are 50% lower than industry average and we have not raised our fees in Pay Per Sale states since launching in 2006. Over the years we have made significant investments in product features, analytics, marketing, training and Dealer support, all without raising fees. Our goal is to help Dealers sell more cars profitably. The write-off policy is not about making more money from our Dealer partners but rather providing a fair and equitable playing field for all Dealers while also enabling TrueCar to make additional investments on behalf of all Dealers.

The TrueCar write-off policy is not fair to Dealers

We feel that a write-off policy that is consistently applied to all Dealers is fair. In the past, TrueCar has not had a consistent write-off policy which has resulted in different outcomes for different Dealers and runs counter to TrueCar's goal of a fair marketplace. In addition, we are rolling out a write-off policy in direct response to Dealer feedback. Our goal is to provide a clear, fair and equitable write-off policy that is consistently applied to all Dealers.

Why will TrueCar provide partial write-offs only up \$100?

We feel that up to \$100 is a reasonable goodwill amount, especially when factoring in TrueCar's fees to Dealers are 50% lower than industry average and we have not raised our fees in Pay Per Sale states since launching in 2006. Our goal is to provide a clear, fair and equitable write-off policy that is consistently applied to all Dealers which is why we state a specific dollar limit to ensure all Dealers are treated equally.

Happy to answer any TRUEcar related questions you or your dealers have at anytime.

Sincerely,

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