

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 <b>and</b> Ticker or Trading Symbol	
Â Buce Robert		(Month/Day/Year)	TrueCar, Inc. [TRUE]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		05/15/2014		
C/O TRUECAR, INC.,Â 120 BROADWAY, SUITE 200			(Check all applicable)	
(Street)			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
SANTA MONICA,Â CAÂ 90401			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<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	85,970	D	Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**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)
--	--	---	--	--	---

Edgar Filing: TrueCar, Inc. - Form 3

	Date Exercisable	Expiration Date	Amount or Number of Shares			or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	Â (1)	07/11/2015	Common Stock	15,000	\$ 0.2699	D	Â
Stock Option (right to buy)	Â (1)	08/24/2015	Common Stock	44,444	\$ 0.2699	D	Â
Stock Option (right to buy)	Â (1)	08/24/2015	Common Stock	66,666	\$ 0.2699	D	Â
Stock Option (right to buy)	Â (1)	03/20/2016	Common Stock	139	\$ 0.3599	D	Â
Stock Option (right to buy)	Â (1)	11/30/2016	Common Stock	5,500	\$ 2.6999	D	Â
Stock Option (right to buy)	Â (1)	11/30/2016	Common Stock	2,262	\$ 2.6999	D	Â
Stock Option (right to buy)	Â (1)	11/30/2016	Common Stock	66,666	\$ 0.3599	D	Â
Stock Option (right to buy)	Â (1)	03/01/2017	Common Stock	14,102	\$ 0.3599	D	Â
Stock Option (right to buy)	Â (1)	08/20/2017	Common Stock	41,666	\$ 0.4949	D	Â
Stock Option (right to buy)	Â (1)	08/20/2017	Common Stock	33,333	\$ 0.4949	D	Â
Stock Option (right to buy)	Â (2)	02/17/2021	Common Stock	53,333	\$ 2.8349	D	Â
Stock Option (right to buy)	Â (1)	11/21/2023	Common Stock	18,720	\$ 8.8949	D	Â
Stock Option (right to buy)	Â (3)	02/07/2024	Common Stock	14,164	\$ 9.2549	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Buce Robert C/O TRUECAR, INC. 120 BROADWAY, SUITE 200 SANTA MONICA, CA 90401	Â X	Â	Â	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) The shares subject to the option are fully vested and immediately exercisable.
- (2) One-fourth (1/4th) of the shares subject to the option shall vest on February 17, 2011 and one forty-eighth (1/48th) of the shares vest monthly thereafter.
- (3) Shares subject to the option shall vest in twelve (12) equal monthly installments beginning on February 1, 2014.

^

### 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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.