

TrueCar, Inc.  
Form 4  
August 03, 2016

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN 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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**UNITED SERVICES**  
**AUTOMOBILE ASSOCIATION**

(Last) (First) (Middle)

**9800 FREDERICKSBURG RD**

(Street)

**SAN ANTONIO, TX 78288**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

**TrueCar, Inc. [TRUE]**

3. Date of Earliest Transaction  
(Month/Day/Year)

**08/01/2016**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_X\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check  
Applicable Line)

\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_X\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	08/01/2016 <sup>(1)</sup>		S	Amount 160,000 (2) (3)	(A) or (D) D \$ 9.611 (2) (3)	10,072,346	D
Common Stock	08/02/2016 <sup>(1)</sup>		S	Amount 40,000 (4)	\$ 9.2616 (4)	10,032,346	D
Common Stock						1,633,347	I
							USAA Property Holdings, Inc. <sup>(5)</sup>

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

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SEC 1474  
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 10)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
UNITED SERVICES AUTOMOBILE ASSOCIATION 9800 FREDERICKSBURG RD SAN ANTONIO, TX 78288	X
USAA Property Holdings, Inc. 9800 FREDERICKSBURG ROAD SAN ANTONIO, TX 78288	X

## Signatures

/s/ Douglas I. Ward, Vice President and Chief Investment Officer  
08/03/2016

\_\_Signature of Reporting Person Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(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 transactions reported on this form were executed pursuant to a 10b5-1 plan adopted as of August 26, 2015.

Execution Breakdown of Price/Sold Shares: (continuation will be included in footnote #3) PRICE SOLD SHARES \$ 9.34 800 9.35 100 9.355 100 9.36 1,615 9.365 1,431 9.37 2,863 9.375 700 9.38 1,985 9.39 500 9.395 300 9.40 1,000 9.41 900 9.415 200 9.42 799 9.425 100 9.43 500 9.44 800 9.45 800 9.46 500 9.47 2,600 9.48 1,400 9.485 100 9.49 5,533 9.495 1,100 9.50 4,000 9.505 5,500 9.51 5,700 9.5125 100 9.515 200 9.53 7,800 9.55 1,900 9.555 300 9.58 1,900 9.59 3,000 9.60 6,200 9.605 700 9.61 8,920 9.615 1,000 9.62 9,400

(3)

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Execution Breakdown of Price/Sold Shares: (continuation from footnote #2) PRICE SOLD SHARES \$9.6225 100 9.625 100 9.635 300 9.64 6,000 9.645 300 9.65 7,900 9.655 100 9.66 1,000 9.67 3,100 9.6725 100 9.68 2,280 9.69 9,600 9.70 9,502 9.71 2,701 9.72 2,052 9.73 1,610 9.74 11,900 9.745 500 9.75 6,052 9.76 4,276 9.765 200 9.77 6,081 9.775 900

Execution Breakdown of Price/Sold Shares: PRICE SOLD SHARES \$ 9.10 370 9.105 2,300 9.11 2,299 9.115 1,011 9.12 1,700 9.125 1,544 9.13 300 9.14 1,000 9.145 1,100 9.15 5,023 9.155 300 9.16 2,928 9.165 600 9.17 400 9.175 300 9.18 700 9.19 100 9.21 100 9.22 200 9.29 100 9.30 521 9.31 500 9.32 300 9.33 85 9.34 100 9.37 600 9.375 700 9.38 1,000 9.385 200 9.39 700 9.395 1,400 9.40 2,355 9.405 100 9.41 483 9.42 1,400 9.425 624 9.43 2,367 9.435 100 9.44 846 9.45 500 9.46 44 9.47 100 9.48 500 9.49 200 9.50 200 9.505 1,200 9.54 200 9.56 100 9.75 200

(5) USAA Property Holdings, Inc. is a wholly owned subsidiary of United Services Automobile Association.

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.