

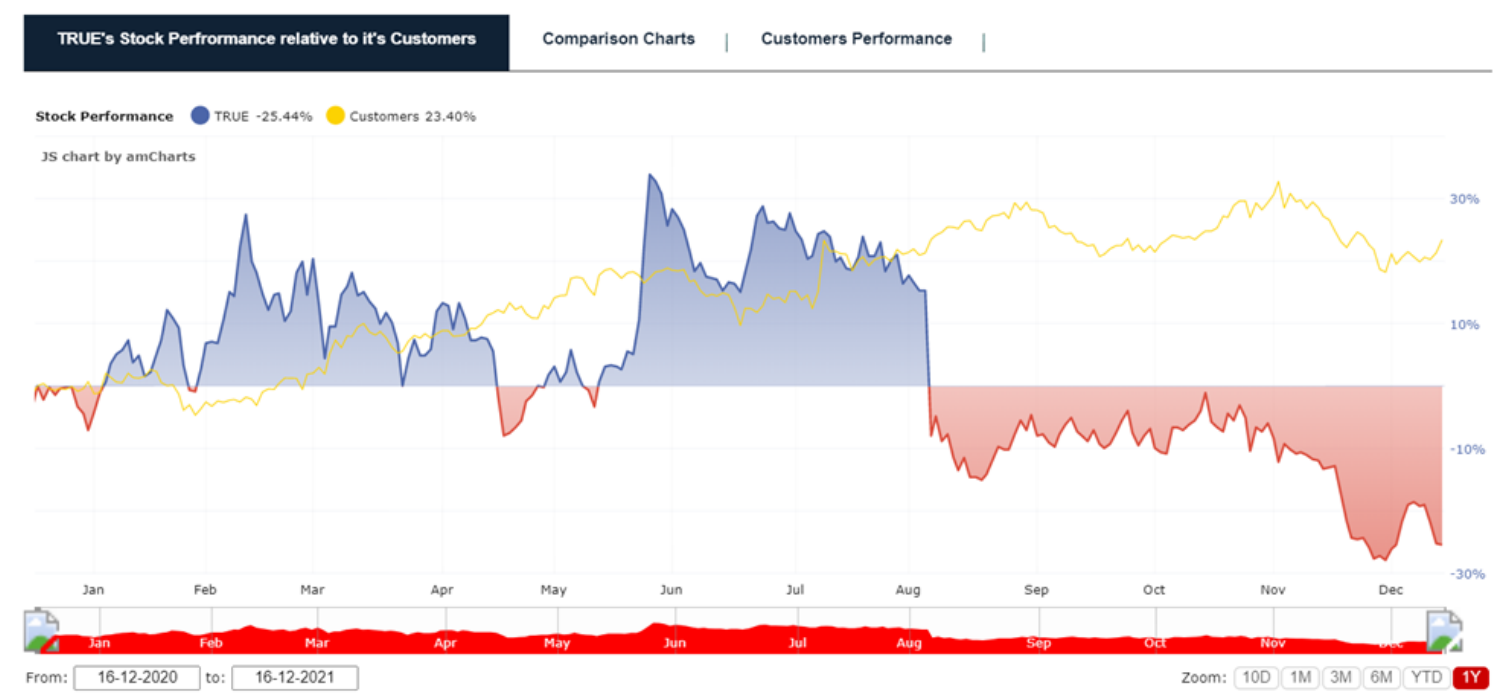


HOW TO INCREASE PROFITABILITY IN RESPONSE TO PANDEMIC

Competition Analysis

COMPANY NAME	TICKER	REV. Y/Y	REV. SEQ.	INC. Y/Y	INC. SEQ.
Truecar Inc	3 Q	TRUE	-28.84 %	-16.42 %	
Autonation Inc	3 Q	AN	18.03 %	-8.56 %	98.08 %
CarMax Inc	3 Q	KMX	48.7 %	3.78 %	-3.85 %
Autozone Inc	3 Q	AZO	8.08 %	34.58 %	6.12 %
Ebay Inc	3 Q	EBAY	-4.03 %	-6.26 %	-60.24 %
Yahoo Inc	4 Q	YHOO	-5.95 %	11.13 %	
Cars.com Inc	3 Q	CARS	8.42 %	0.66 %	
Autobest, Inc.	4 Q	ABTL	-40.15 %	-24.02 %	
APPROX. MARKET	3 Q	SUBTOTAL			

Stock Performance

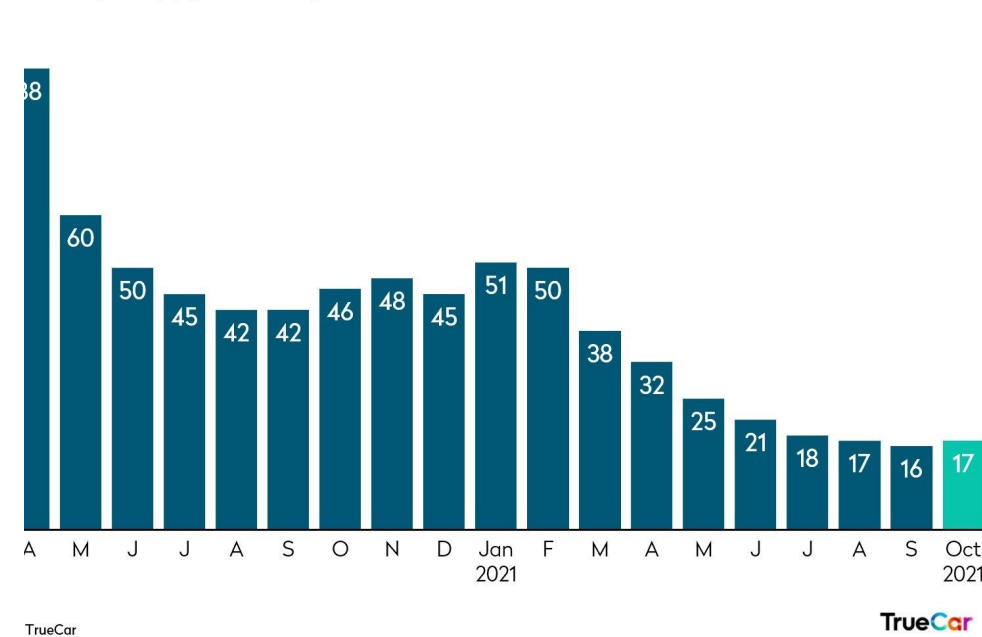


Truecar Valuechain Analysis



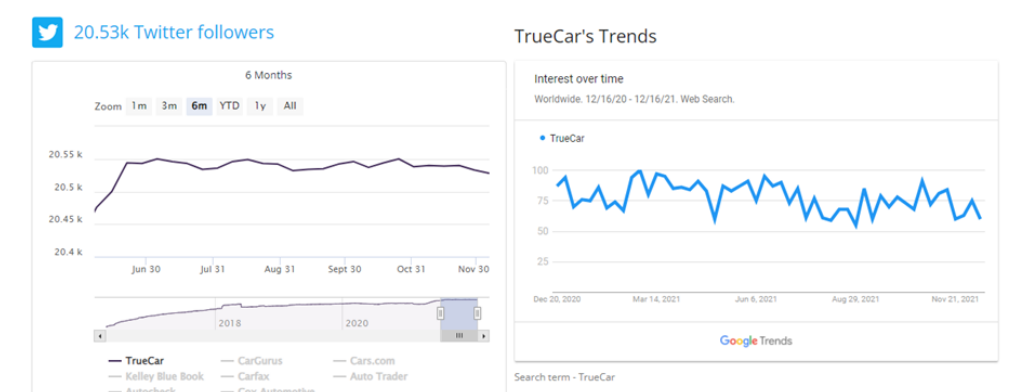
Current Market Insights

Car Days Supply (Inventory)

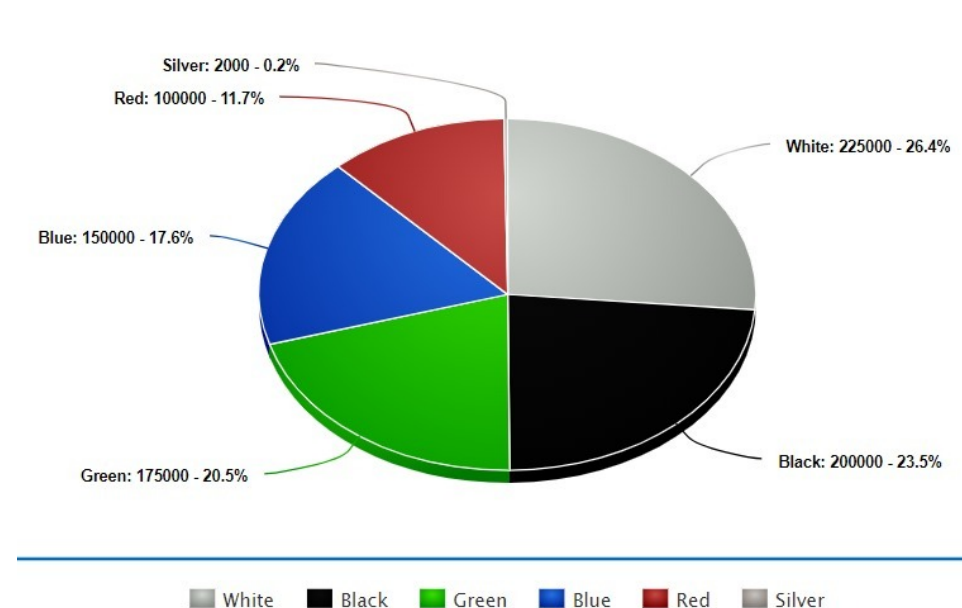


Social Media Presence

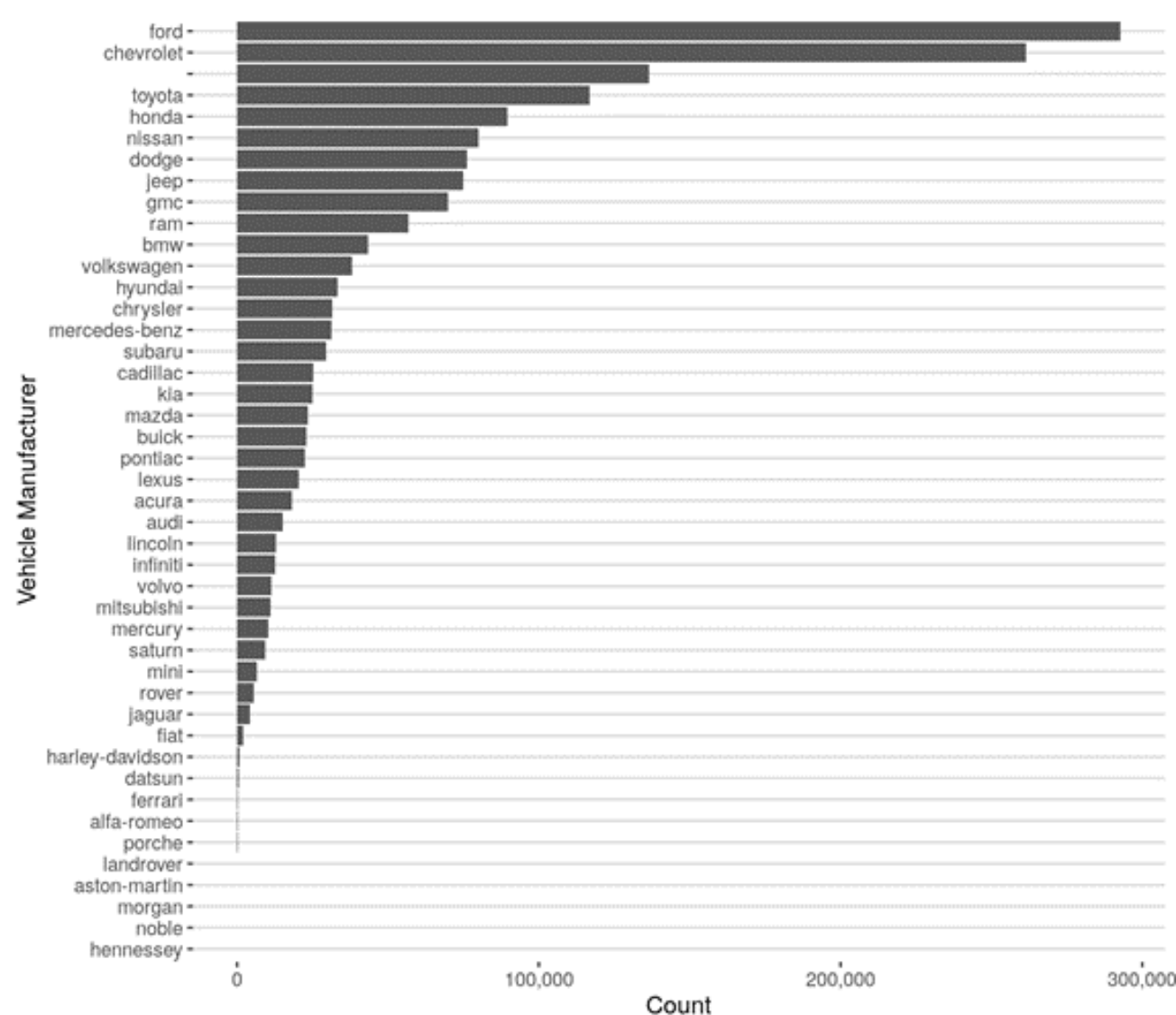
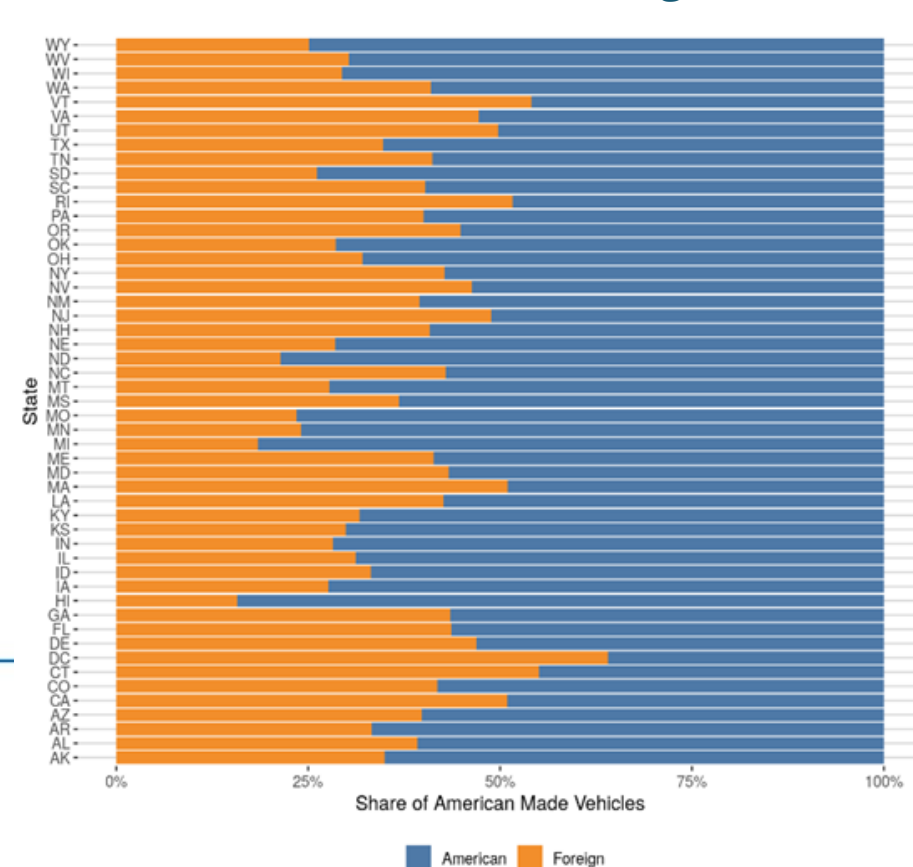
TrueCar Online and Social Media Presence



Most used car color Preferences



State wise Used-Car usage

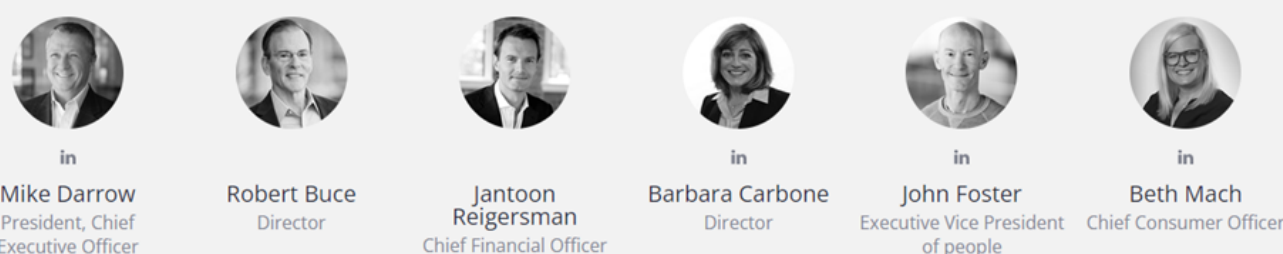


Manufacturer ranking of used cars

MANEGERIAL CONCLUSION

- Temporary reduction of used cars to increase sales volume
- Partner with made in America brands
- Invest in high used car market states like CA, FL, Tx
- Focus on Shareholders Pay
- Salvage Business relationship with USAA
- Innovative marketing campaign to attract online traffic
- Deal in more basic colors of used cars to maximize sales
- Avoid low value yielding high-end cars like BMW until profitability stabilised

Key People/Management at TrueCar



TrueCar®
Buy Smarter. Drive Happier.

