

TrueCar, Inc.
Form 4
November 04, 2015

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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

(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)
11/02/2015

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 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	11/02/2015 ⁽¹⁾		S	V Amount 21,605 <u>(2)</u>	(A) or (D) Price \$ 6.053 <u>(2)</u>	D	
Common Stock	11/03/2015 ⁽¹⁾		S	V Amount 178,395 <u>(3) (4)</u>	(A) or (D) Price \$ 6.2012 <u>(3) (4)</u>	D	
Common Stock					1,633,347 ⁽⁵⁾	I	USAA Property Holdings, Inc.

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

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.

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 Reported Transaction (Instr. 6)
--------------------------------------------	--------------------------------------------------------	--------------------------------------	----------------------------------------------------	--------------------------------	-----------------------------------------------------------------------------------------	----------------------------------------------------------	---------------------------------------------------------------	--------------------------------------------	-------------------------------------------------------------------------------------------------

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
11/04/2015
**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: PRICE SOLD SHARES \$6.00 7,800 \$6.002 100 \$6.005 200 \$6.01 2,300 \$6.015 200 \$6.02 100 \$6.03 100 \$6.0325 100 \$6.04 1,300 \$6.05 200 \$6.06 1,000 \$6.065 500 \$6.07 828 \$6.08 1,332 \$6.09 500 \$6.095 100 \$6.10 400 \$6.13 600 \$6.135 300 \$6.14 800 \$6.145 100 \$6.15 945 \$6.17 1,000 \$6.1715 300 \$6.173 200 \$6.175 300
- (3) Execution Breakdown of Price/Sold Shares: (continuation will be included in footnote #4) PRICE SOLD SHARES \$6.00 3,195 \$6.01 4,052 \$6.02 2,631 \$6.03 3,800 \$6.035 300 \$6.04 5,898 \$6.045 100 \$6.05 8,774 \$6.055 100 \$6.06 5,100 \$6.065 1,000 \$6.07 6,008 \$6.075

Edgar Filing: TrueCar, Inc. - Form 4

1,000 \$6.08 5,976 \$6.085 400 \$6.0875 100 \$6.09 4,100 \$6.095 200 \$6.10 7,226 \$6.105 200 \$6.11 1,832 \$6.115 700 \$6.12 2,400 \$6.125
100 \$6.13 5,100 \$6.135 400 \$6.1375 100 \$6.14 4,800 \$6.145 200 \$6.15 4,075 \$6.155 300 \$6.16 1,900 \$6.165 200 \$6.17 2,100 \$6.175
800 \$6.19 2,070 \$6.195 1,000 \$6.1975 100 \$6.20 3,693 \$6.205 100 \$6.21 1,034 \$6.215 300 \$6.22 4,834 \$6.225 500 \$6.23 6,000 \$6.24
3,260 \$6.245 200

Execution Breakdown of Price/Sold Shares: (continuation from footnote #3) PRICE SOLD SHARES \$6.25 1,140 \$6.26 100 \$6.27 2,300
(4) \$6.28 1,800 \$6.29 200 \$6.295 400 \$6.30 3,300 \$6.305 1,500 \$6.31 4,350 \$6.315 2,482 \$6.32 8,100 \$6.325 1,200 \$6.33 2,953 \$6.335 300
\$6.34 11,549 \$6.345 300 \$6.35 5,600 \$6.355 1,324 \$6.36 3,795 \$6.365 500 \$6.37 5,600 \$6.38 990 \$6.39 3,000 \$6.395 1,200 \$6.40 1,100
\$6.41 1,400 \$6.42 1,754 \$6.425 100 \$6.43 700 \$6.44 1,100

(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.