

TrueCar, Inc.
Form 4
August 03, 2016

FORM 4

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

OMB APPROVAL

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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)
08/01/2016

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 | 08/01/2016 ⁽¹⁾ | | S | V Amount 160,000 (2) (3) | (A) or (D) Price \$ 9.611 (2) (3) | D | |
| Common Stock | 08/02/2016 ⁽¹⁾ | | S | V Amount 40,000 (4) | (A) or (D) Price \$ 9.2616 (4) | D | |
| Common Stock | | | | | 1,633,347 | I | USAA Property Holdings, Inc. ⁽⁵⁾ |

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

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(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 (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

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 (4) 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.

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