

TrueCar, Inc.
Form 4
November 04, 2015

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)

11/02/2015

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 Ownership Indirect Beneficial Ownership (Instr. 4)
Common Stock	11/02/2015 ⁽¹⁾		S	Amount 21,605 (2)	(A) or (D) D \$ 6.053 (2)	12,010,741 D	
Common Stock	11/03/2015 ⁽¹⁾		S	178,395 (3) (4)	\$ 6.2012 (3) (4)	11,832,346 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.

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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 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 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

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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.

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