TrueCar, Inc.
Form 4
August 03, 2016

FORM 4

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

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

OMB Number:	3235-0287
Expires:	January 31, 2005
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).

(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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/01/2016(1)		S		160,000 (2) (3)	D	$ 9.611 (2) (3)	10,072,346	D	
Common Stock	08/02/2016(1)		S		40,000 (4)	D	$ 9.2616 (4)	10,032,346	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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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. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				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.

(2) 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)

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

(4) 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.
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