

TrueCar, Inc.  
Form SC 13G/A  
February 12, 2016

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

**SCHEDULE 13G**

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b), (c) AND (d) AND AMENDMENTS  
THERE TO FILED PURSUANT TO 13d-2 (b)

(Amendment No. 1)\*

**TrueCar, Inc.**

(Name of Issuer)

**Common Stock, par value \$0.0001 per share**

(Title of Class of Securities)

**89785L 107**

(CUSIP Number)

**December 31, 2015**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront II, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 5,138,807
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 5,138,807
9	Aggregate Amount Beneficially Owned by Each Reporting Person 5,138,807
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 6.2%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront II Partners, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 139,397
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 139,397
9	Aggregate Amount Beneficially Owned by Each Reporting Person 139,397
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 0.2%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront GP II, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 1,501,260
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 1,501,260
9	Aggregate Amount Beneficially Owned by Each Reporting Person 1,501,260
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 1.8%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront II Investors, L.P.	
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)	
3	SEC Use Only	
4	Citizenship or Place of Organization Delaware	
5	Sole Voting Power 0 shares	Number of Shares Beneficially Owned by Each Reporting Person With
6	Shared Voting Power 559,248	
7	Sole Dispositive Power 0 shares	
8	Shared Dispositive Power 559,248	
9	Aggregate Amount Beneficially Owned by Each Reporting Person 559,248	
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o	
11	Percent of Class Represented by Amount in Row 9 0.7%(1)	
12	Type of Reporting Person* PN	

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. GRP Management Services Corp.	
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)	
3	SEC Use Only	
4	Citizenship or Place of Organization Delaware	
Number of Shares Beneficially Owned by Each Reporting Person With	5	Sole Voting Power 0 shares
	6	Shared Voting Power 7,338,712
	7	Sole Dispositive Power 0 shares
	8	Shared Dispositive Power 7,338,712
9	Aggregate Amount Beneficially Owned by Each Reporting Person 7,338,712	
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o	
11	Percent of Class Represented by Amount in Row 9 8.9%(1)	
12	Type of Reporting Person* PN	

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront III, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 1,945,375
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 1,945,375
9	Aggregate Amount Beneficially Owned by Each Reporting Person 1,945,375
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 2.4%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.



CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront GP III, L.P.	
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)	
3	SEC Use Only	
4	Citizenship or Place of Organization Delaware	
Number of Shares Beneficially Owned by Each Reporting Person With	5	Sole Voting Power 0 shares
	6	Shared Voting Power 206,202
	7	Sole Dispositive Power 0 shares
	8	Shared Dispositive Power 206,202
9	Aggregate Amount Beneficially Owned by Each Reporting Person 206,202	
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o	
11	Percent of Class Represented by Amount in Row 9 0.2%(1)	
12	Type of Reporting Person* PN	

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront III Partners, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 31,891
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 31,891
9	Aggregate Amount Beneficially Owned by Each Reporting Person 31,891
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 0.0%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront III Investors, L.P.
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
5	Sole Voting Power 0 shares
6	Shared Voting Power 63,152
7	Sole Dispositive Power 0 shares
8	Shared Dispositive Power 63,152
9	Aggregate Amount Beneficially Owned by Each Reporting Person 63,152
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 0.1%(1)
12	Type of Reporting Person* PN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront Ventures Management, Inc.								
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)								
3	SEC Use Only								
4	Citizenship or Place of Organization Delaware								
Number of Shares Beneficially Owned by Each Reporting Person With	<table border="0"> <tr> <td style="vertical-align: top;">5</td> <td style="vertical-align: top;">Sole Voting Power 0 shares</td> </tr> <tr> <td style="vertical-align: top;">6</td> <td style="vertical-align: top;">Shared Voting Power 2,246,620</td> </tr> <tr> <td style="vertical-align: top;">7</td> <td style="vertical-align: top;">Sole Dispositive Power 0 shares</td> </tr> <tr> <td style="vertical-align: top;">8</td> <td style="vertical-align: top;">Shared Dispositive Power 2,246,620</td> </tr> </table>	5	Sole Voting Power 0 shares	6	Shared Voting Power 2,246,620	7	Sole Dispositive Power 0 shares	8	Shared Dispositive Power 2,246,620
5	Sole Voting Power 0 shares								
6	Shared Voting Power 2,246,620								
7	Sole Dispositive Power 0 shares								
8	Shared Dispositive Power 2,246,620								
9	Aggregate Amount Beneficially Owned by Each Reporting Person 2,246,620								
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o								
11	Percent of Class Represented by Amount in Row 9 2.7%(1)								
12	Type of Reporting Person* PN								

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Upfront Ventures Management, LLC
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization Delaware
Number of Shares Beneficially Owned by Each Reporting Person With	5  Sole Voting Power 0 shares
	6  Shared Voting Power 2,246,620
	7  Sole Dispositive Power 0 shares
	8  Shared Dispositive Power 2,246,620
9	Aggregate Amount Beneficially Owned by Each Reporting Person 2,246,620
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 2.7%(1)
12	Type of Reporting Person* OO

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Steven Dietz
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)
3	SEC Use Only
4	Citizenship or Place of Organization United States of America
5	Sole Voting Power 73,092
6	Shared Voting Power 9,588,532
7	Sole Dispositive Power 73,092
8	Shared Dispositive Power 9,588,532
9	Aggregate Amount Beneficially Owned by Each Reporting Person 9,661,624
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o
11	Percent of Class Represented by Amount in Row 9 11.7%(1)
12	Type of Reporting Person* IN

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Yves B. Sisteron								
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)								
3	SEC Use Only								
4	Citizenship or Place of Organization United States of America								
Number of Shares Beneficially Owned by Each Reporting Person With	<table border="0"> <tr> <td style="vertical-align: top;">5</td> <td style="vertical-align: top;">Sole Voting Power 0 shares</td> </tr> <tr> <td style="vertical-align: top;">6</td> <td style="vertical-align: top;">Shared Voting Power 9,585,332</td> </tr> <tr> <td style="vertical-align: top;">7</td> <td style="vertical-align: top;">Sole Dispositive Power 0 shares</td> </tr> <tr> <td style="vertical-align: top;">8</td> <td style="vertical-align: top;">Shared Dispositive Power 9,585,332</td> </tr> </table>	5	Sole Voting Power 0 shares	6	Shared Voting Power 9,585,332	7	Sole Dispositive Power 0 shares	8	Shared Dispositive Power 9,585,332
5	Sole Voting Power 0 shares								
6	Shared Voting Power 9,585,332								
7	Sole Dispositive Power 0 shares								
8	Shared Dispositive Power 9,585,332								
9	Aggregate Amount Beneficially Owned by Each Reporting Person 9,585,332								
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o								
11	Percent of Class Represented by Amount in Row 9 11.6 %(1)								
12	Type of Reporting Person* IN								

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.

CUSIP NO. 89785L 107

13 G

1	Names of Reporting Persons. Mark Suster	
2	Check the Appropriate Box if a Member of a Group* (a) <input checked="" type="checkbox"/> x (b) <input type="checkbox"/> o (1)	
3	SEC Use Only	
4	Citizenship or Place of Organization United States of America	
5	Sole Voting Power 0 shares	Number of Shares Beneficially Owned by Each Reporting Person With
6	Shared Voting Power 9,585,332	
7	Sole Dispositive Power 0 shares	
8	Shared Dispositive Power 9,585,332	
9	Aggregate Amount Beneficially Owned by Each Reporting Person 9,585,332	
10	Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="checkbox"/> o	
11	Percent of Class Represented by Amount in Row 9 11.6%(1)	
12	Type of Reporting Person* IN	

---

(1) Based on 82,686,487 shares of the Issuer's Common Stock outstanding as of November 4, 2015, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2015, filed with the Securities and Exchange Commission on November 12, 2015.



Edgar Filing: TrueCar, Inc. - Form SC 13G/A

Introductory Note: This Statement on Schedule 13G (this Statement ) is filed on behalf of the Reporting Persons, in respect of shares of Common Stock, par value \$0.0001 per share ( Common Stock ), of TrueCar, Inc. (the Issuer ).

**Item 1**

(a) Name of Issuer:  
TrueCar, Inc.  
Address of Issuer's Principal Executive Offices:  
120 Broadway, Suite 200  
  
Santa Monica, CA 90401

**Item 2**

(a) Name of Person(s) Filing:  
Upfront II, L.P.  
  
Upfront II Partners, L.P.  
  
Upfront GP II, L.P.  
  
Upfront II Investors, L.P.  
  
GRP Management Services Corp.  
  
Upfront III, L.P.  
  
Upfront GP III, L.P.  
  
Upfront III Partners, L.P.  
  
Upfront III Investors, L.P.  
  
Upfront Ventures Management, Inc.  
  
Upfront Ventures Management, LLC  
  
Steven Dietz

Yves B. Sisteron  
  
(b) Mark Suster  
Address of Principal Business Office:  
c/o Upfront Venture

1314 7th Street  
  
Santa Monica, CA 90401  
(b) Citizenship:

Reference is made to the response to item 4 on each of pages 2-16 of this Schedule 13G (this Schedule ), which responses are incorporated herein by reference

(d) Title of Class of Securities:  
Common Stock

(e)

CUSIP Number:  
89785L 107

**Item 3**

Not applicable.

**Item 4**

**Ownership.**

Reference is hereby made to the responses to items 5-9 and 11 of pages 2 - 16 of this Schedule, which responses are incorporated by reference herein.

GRP Management Services Corp. is the sole general partner of Upfront II, L.P., Upfront II Partners, LP, Upfront GP II, L.P., and Upfront II Investors, L.P. Upfront Ventures Management, Inc. is the sole general partner of Upfront III, L.P., Upfront GP III, L.P., Upfront III Partners, L.P. and Upfront III Investors, L.P. The managers of both GRP Management Services Corp. and Upfront Ventures Management, Inc. are Steven Dietz, Yves B. Sisteron and Mark Suster. These managers jointly exercise voting and dispositive control over the shares directly held by each fund. Upfront Ventures Management, LLC is the sole shareholder of Upfront Ventures Management, Inc.

In addition, Mr. Dietz beneficially owns (i) 17,114 shares in his individual capacity, (ii) 18,470 shares held of record by The Dietz Family Trust for which Mr. Dietz serves as trustee, (iii) 900 shares held of record by Mr. Dietz's elder son, (iv) 1,000 shares held of record by Mr. Dietz's younger son, (v) 1,300 shares held of record by Mr. Dietz's daughter and (vi) 28,755 shares exercisable within 60 days of December 31, 2015. Mr. Dietz has sole voting and dispositive control over the shares held by The Dietz Family Trust.

**Item 5**

**Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof, the Reporting Persons have ceased to be the beneficial owner of more than five percent of the class of securities, check the following:    o

**Item 6**

**Ownership of More than Five Percent on Behalf of Another Person.**

Not applicable.

**Item 7**

**Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.**

Not applicable.

**Item 8**

**Identification and Classification of Members of the Group.**

Not applicable.

**Item 9**

**Notice of Dissolution of Group.**

Not applicable.

**Item 10**

**Certification.**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

**SIGNATURES**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February , 2016

**UPFRONT II, L.P.**

By: Upfront GP II, L.P.  
Its: General Partner

By: GRP Management Services Corp.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT II PARTNERS, L.P.**

By: Upfront GP II, L.P.  
Its: General Partner

By: GRP Management Services Corp.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT GP II, L.P.**

By: GRP Management Services Corp.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT II INVESTORS, L.P.**

Edgar Filing: TrueCar, Inc. - Form SC 13G/A

By: GRP Management Services Corp.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**GRP MANAGEMENT SERVICES CORP.**

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT III, L.P.**

By: Upfront GP III, L.P.  
Its: General Partner

By: Upfront Ventures Management, Inc.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT GP III, L.P.**

By: Upfront Ventures Management, Inc.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT III PARTNERS, L.P.**

By: Upfront GP III, L.P.  
Its: General Partner

By: Upfront Ventures Management, Inc.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT III INVESTORS, L.P.**

By: Upfront GP III, L.P.  
Its: General Partner

By: Upfront Ventures Management, Inc.  
Its: General Partner

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT VENTURES MANAGEMENT, INC.**

By: /s/ Dana Kibler  
Name: Dana Kibler  
Title: Chief Financial Officer

**UPFRONT VENTURES MANAGEMENT, LLC**

By: /s/ Dana Kibler  
Name: Dana Kibler

Edgar Filing: TrueCar, Inc. - Form SC 13G/A

Title: Chief Financial Officer

/s/ Steven Dietz  
Steven Dietz

/s/ Yves B. Sisteron  
Yves B. Sisteron

/s/ Mark Suster  
Mark Suster