

2018 Kia Soul + Auto (Zip code: 17013) (Date: 5/17/2018)

	TrueCar	CarBargains
Base Invoice	N/A	\$19,329
Base MSRP	\$20,300	N/A
Freight Delivery Charge	\$895	\$895
Factory Installed Options	\$125	\$102
Total Dealer Fees	\$141	\$297
Advertising Fee	\$0	\$215
CarBargains Fee	N/A	\$250
Discount off MSRP*	\$1,100	N/A
Discount off Invoice**	N/A	\$1,500
Customer Rebate	\$1,000	\$1,500
TrueCar "TruePrice" vs CarBargains Price	\$19,361	\$18,088
CarBargains Savings Compared to the TrueCar "TruePrice"		\$1,273
*TrueCar received pricing from dealers relative to MSRP. All options are priced at MSRP.		
**CarBargains received pricing from dealers relative to Invoice. All options are priced at Invoice.		