

2018 Toyota Prius Prime Plus (Zip code: 06754) (Date: 8/3/2018)

	TrueCar	CarBargains
Base Invoice	N/A	\$26,209
Base MSRP	\$27,100	N/A
Freight Delivery Charge	\$895	\$920
Factory Installed Options	\$308	\$194
Total Dealer Fees	\$598	\$75
Advertising Fee	\$0	\$472
CarBargains Fee	N/A	\$250
Discount off MSRP*	\$540	N/A
Discount off Invoice**	N/A	\$400
Customer Rebate	\$2,000	\$2,000
TrueCar "TruePrice" vs CarBargains Price	\$26,361	\$25,720
CarBargains Savings Compared to the TrueCar "TruePrice"		\$641
CarBargains Savings Compared to the total MSRP		\$1,181
*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.		