

Industry New-Car Transaction Prices Up Nearly 1 Percent From Last Year, According To Kelley Blue Book

Compact and Luxury Crossovers Page Views Up; Mid-Size and Subcompact Page Views Decline on KBB.com

IRVINE, Calif., July 2, 2013 /PRNewswire/ -- The estimated average transaction price for light vehicles in the United States was \$31,663 in May 2013, up \$370 (1.2 percent) from last month and up \$269 (0.9 percent) year-over-year, according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

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"Consumer confidence continues to be a strong factor, along with pent-up demand and for now, low interest rates, bringing shoppers into the showroom to purchase a new vehicle," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "Ford has been one of the biggest beneficiaries, with transaction prices up nearly 3 percent, due to the strength in large truck sales, coupled with newly redesigned vehicles in the Fusion and Explorer."

Manufacturer	June 2013 Transaction Price (Avg.)*	May 2013 Transaction Price (Avg.)*	June 2012 Transaction Price (Avg.)*	Percent Change May 2013 to June 2013	Percent Change June 2012 to June 2013
Chrysler Group (Chrysler, Dodge, Jeep, Ram, Fiat)	\$27,126	\$27,367	\$26,883	-0.9%	0.9%
Ford (Ford, Lincoln)	\$32,170	\$32,051	\$31,249	0.4%	2.9%
GM (Buick, Cadillac, Chevrolet, GMC)	\$33,103	\$33,097	\$33,548	0.0%	-1.3%
American Honda (Acura, Honda)	\$34,227	\$34,312	\$33,928	-0.2%	0.9%
Hyundai/Kia	\$23,385	\$23,112	\$23,311	1.2%	0.3%
Nissan (Nissan, Infiniti)	\$27,986	\$28,001	\$28,273	-0.1%	-1.0%
Toyota (Lexus, Scion, Toyota)	\$29,355	\$29,208	\$28,979	0.5%	1.3%
Volkswagen (Audi, Porsche, Volkswagen)	\$37,683	\$37,619	\$37,332	0.2%	0.9%
Industry	\$31,663	\$31,293	\$31,394	1.2%	0.9%

** Kelley Blue Book Automotive Insights*

According to page views on Kelley Blue Book's top-rated website, which is defined as every time a KBB.com user visits a Web page, Ford continues to see the largest improvement year-over-year, up 1.5 percentage points from June 2012, but down from last month. Chrysler share has improved from last year, up 0.6 percentage points, but has been flat from last month. Hyundai/Kia has seen the greatest decline from last year, down 2.5 percentage points, but up slightly from last month.

Manufacturer	June 2013 Page Views (% of KBB.com Traffic)	May 2013 Page Views (% of KBB.com Traffic)	June 2012 Page Views (% of KBB.com Traffic)
Chrysler Group (Chrysler, Dodge, Jeep, Ram, Fiat)	6.9%	6.9%	6.3%
Ford (Ford, Lincoln)	12.2%	12.6%	10.7%
GM (Buick, Cadillac, Chevrolet, GMC)	11.6%	11.1%	12.1%
American Honda (Acura, Honda)	13.4%	13.4%	13.6%
Hyundai/Kia	4.6%	4.5%	7.1%
Nissan (Nissan, Infiniti)	6.6%	6.5%	6.4%
Toyota (Lexus, Scion, Toyota)	16.0%	16.4%	15.6%
Volkswagen (Audi, Volkswagen)	6.5%	6.7%	7.2%

The segments with the greatest change in KBB.com page views are compact crossovers, up 1.4 percentage points from last year, and luxury crossovers, up 0.5 percentage points from June 2012.

"Many consumers are looking for a vehicle that provides great fuel-economy, value and maximum comfort for a family, including storage and compact crossovers provide all of those qualities," said Akshay Anand, analyst, Kelley Blue Book Insights. "Because compact cars are at nearly the same price point as subcompact cars, yet compact vehicles provide ample space, we're seeing a decline in subcompact cars."

Segment	June 2013 Page Views (% of KBB.com Traffic)	May 2013 Page Views (% of KBB.com Traffic)	June 2012 Page Views (% of KBB.com Traffic)
Subcompact Car	3.5%	3.5%	5.2%
Compact Car	13.2%	13.9%	12.9%
Mid-Size Car	13.6%	14.1%	13.4%
Full-Size Pickup Truck	5.2%	5.2%	4.8%
Compact Crossover	14.3%	13.9%	12.9%
Mid-Size Crossover	5.2%	5.1%	6.9%
Hybrid Vehicle	3.1%	3.1%	3.0%
Entry Luxury Car	5.3%	5.3%	5.5%
Luxury Crossover	6.3%	5.9%	5.8%

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