

New-Car Transaction Prices Up More Than One Percent in October 2013, According To Kelley Blue Book

Honda Shows Greatest Transaction Price Gains, Korean Brands Drop More Than 2 Percent

IRVINE, Calif., Nov. 1, 2013 /PRNewswire/ -- As the month comes to an end, the estimated average transaction price for light vehicles in the United States was \$32,184 in October 2013, increasing \$367 (1.2 percent) from last month and down \$63 (0.2 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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"Achieving pre-recession profitability levels, Chrysler has seen an increase in U.S. sales of the Ram pickup and Jeep Grand Cherokee as demand continues to rise," said Karl Brauer, senior analyst for Kelley Blue Book. "Despite slightly weakened transaction prices from the month prior, Chrysler is still experiencing an overall increase in prices from this time last year."

Manufacturer	October 2013 Transaction Price (Avg.)	September 2013 Transaction Price (Avg.)	October 2012 Transaction Price (Avg.)	Percent Change September 2013 to October 2013	Percent Change October 2012 to October 2013
Honda (Acura, Honda)	\$27,865	\$27,666	\$27,141	0.7%	2.7%
Chrysler (Chrysler, Dodge, Fiat, Jeep, RAM)	\$32,368	\$32,492	\$32,099	-0.4%	0.8%
Ford (Ford, Lincoln)	\$35,136	\$34,861	\$34,596	0.8%	1.6%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,268	\$34,696	\$35,200	1.6%	0.2%
Hyundai-Kia	\$23,810	\$23,878	\$24,309	-0.3%	-2.1%
Nissan (Nissan, Infiniti)	\$28,055	\$27,763	\$28,300	1.1%	-0.9%
Toyota (Lexus, Scion, Toyota)	\$29,907	\$29,306	\$29,669	2.1%	0.8%
Volkswagen (Audi, Volkswagen)	\$33,400	\$33,608	\$33,934	-0.6%	-1.6%
Industry	\$32,184	\$31,817	\$32,247	1.2%	-0.2%

"Honda is rising above its competitors with an increase in transaction prices from last month and a substantial increase of 2.7 percent from October of last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Redesigns drove big gains in price for Honda, including the Acura MDX, Honda Odyssey, and Honda Civic. Toyota also had strong prices in October due, in large part, to the redesigned Corolla and RAV4."

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