

New-Car Transaction Prices Down More Than One Percent In January 2014, According To Kelley Blue Book

Hyundai-Kia Show Greatest Transaction Price Gains, Volkswagen Drops More Than 5 Percent

IRVINE, Calif., Feb. 3, 2014 /PRNewswire/ -- Wrapping up the first month of the new year, experts from Kelley Blue Book www.kbb.com, the leading provider of new and used car information report the estimated average transaction price for light vehicles in the United States was \$32,391 in January 2014. New-car prices decreased \$464 (down 1.4 percent) from December 2013, while increasing \$479 (1.5 percent) year-over-year.

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"It comes as no surprise new-car shoppers cashed in on the holiday deals available toward the end of December, particularly from higher-priced luxury brands," said Karl Brauer, senior analyst for Kelley Blue Book. "This increase in luxury sales during the holidays often creates a drop in overall transaction prices between December and January. However, if manufacturers keep inventory levels and incentive spending in check we could see transaction prices increase throughout 2014."

Manufacturer	January 2014 Transaction Price (Avg.)	December 2013 Transaction Price (Avg.)	January 2013 Transaction Price (Avg.)	Percent Change December 2013 to January 2014	Percent Change January 2013 to January 2014
American Honda (Acura, Honda)	\$27,615	\$27,571	\$27,086	0.2%	2.0%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$32,088	\$32,633	\$31,045	-1.7%	3.4%
Ford Motor Company (Ford, Lincoln)	\$34,840	\$34,364	\$33,666	1.4%	3.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,628	\$36,319	\$34,882	-1.9%	2.1%
Hyundai-Kia	\$24,470	\$24,038	\$24,356	1.8%	0.5%
Nissan North America (Nissan, Infiniti)	\$28,571	\$29,256	\$28,948	-2.3%	-1.3%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,869	\$32,226	\$29,881	-4.2%	3.3%
Volkswagen Group (Audi, Volkswagen)	\$33,785	\$35,664	\$33,779	-5.3%	0.0%
Industry	\$32,391	\$32,855	\$31,912	-1.4%	1.5%

"Despite a slight dip in the industry's average transaction price from December 2013, prices are still on the rise from this time last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Both Hyundai-Kia and Ford are seeing significant increases in pricing this month. Ford also should continue to climb with a whopping 16 new model introductions this year."

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SOURCE Kelley Blue Book

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