

# New-Car Transaction Prices Climb More Than 1 Percent In June 2014, According To Kelley Blue Book

**Most Major Automakers Show Positive Growth on Strength of Utility Vehicle Segments**

IRVINE, Calif., July 1, 2014 /PRNewswire/ -- The data analysts at Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price (ATP) for light vehicles in the United States was \$32,342 in June 2014. [New-car prices](#) have increased by \$454 (up 1.4 percent) from June 2013, while increasing \$113 (0.4 percent) from last month.



"Most major automakers showed positive growth for June 2014, as the market continues to shift toward utility vehicles this year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "SUV and crossover share increased more than two percentage points in 2014 to comprise one-third of the market."

Manufacturer	June 2014 Transaction Price (Avg.)*	May 2014 Transaction Price (Avg.)*	June 2013 Transaction Price (Avg.)*	Percent Change May 2014 to June 2014*	Percent Change June 2013 to June 2014*
American Honda (Acura, Honda)	\$26,946	\$26,825	\$27,114	0.4%	-0.6%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$33,089	\$32,941	\$31,841	0.4%	3.9%
Ford Motor Company (Ford, Lincoln)	\$34,301	\$34,283	\$33,800	0.1%	1.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,738	\$35,801	\$33,909	-0.2%	5.4%
Hyundai-Kia	\$24,438	\$24,426	\$23,843	0.0%	2.5%
Nissan North America (Nissan, Infiniti)	\$27,502	\$27,139	\$28,604	1.3%	-3.9%
Toyota Motor Company (Lexus, Scion, Toyota)	\$29,828	\$30,139	\$29,439	-1.0%	1.3%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,640	\$39,268	\$36,694	-1.6%	5.3%
<b>Industry</b>	<b>\$32,342</b>	<b>\$32,229</b>	<b>\$31,888</b>	<b>0.4%</b>	<b>1.4%</b>

*\*Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*

"Most notable in June, General Motors posted a solid 5.4 percent year-over-year gain, helped by its truck and SUV lineup," said Tim Fleming, analyst for Kelley Blue Book. "The Chevrolet Silverado's average transaction price is up 7.9 percent, while the new Tahoe and Suburban have climbed 10 percent from last year."

On the other hand, Nissan North America transaction prices continue to decline, despite an increase in new-car sales. This is partly due to the manufacturer's mix, as the share of its smallest cars, the Versa and Sentra, has eclipsed a quarter of Nissan's sales. The average transaction price of Nissan's biggest seller, Altima, is down 1 percent year-over-year.

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