New-Car Transaction Prices Up 0.4 Percent In September 2014, According To Kelley Blue Book

Chrysler, General Motors Continue Year-Over-Year Strength; Hyundai-Kia Benefit from Redesigned Sonata

IRVINE, Calif., Oct. 1, 2014 /PRNewswire/ -- The analysts at Kelley Blue Bookwww.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 $32,500 in September 2014. New-car prices have increased by $133 (up 0.4 percent) from September 2013, while rising $56 (0.2 percent) from last month.

"Non-luxury utility vehicles are driving some of the strength in transaction prices, with combined market share expected to rise 2 percentage points to 27.8 percent of the market," said Alec Gutierrez, senior analyst for Kelley Blue Book. "In addition to strong utility sales, average transaction prices are up for small, medium and large SUVs/crossovers. With consumers continually shifting toward utilities rather than more traditional sedans, we expect to see transaction prices continue to rise."

Manufacturer	**September 2014 Transaction Price (Avg.)***	**August 2014 Transaction Price (Avg.)***	**September 2013 Transaction Price (Avg.)***	**Percent Change August 2014 to September 2014***	**Percent Change September 2013 to September 2014***
American Honda (Acura, Honda)	$26,498	$26,576	$27,263	-0.3%	-2.8%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	$33,773	$33,819	$32,160	-0.1%	5.0%
Ford Motor Company (Ford, Lincoln)	$34,964	$34,750	$34,854	0.6%	0.3%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$36,899	$37,206	$35,295	-0.8%	4.5%
Hyundai-Kia	$24,463	$24,261	$23,971	0.8%	2.1%
Nissan North America (Nissan, Infiniti)	$27,504	$27,244	$28,597	1.0%	-3.8%
Toyota Motor Company (Lexus, Scion, Toyota)	$29,954	$30,127	$29,531	-0.6%	1.4%
Volkswagen Group (Audi, Volkswagen, Porsche)	$38,174	$38,434	$37,764	-0.7%	1.1%
Industry	$32,500	$32,444	$32,367	0.2%	0.4%

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

Benefiting from strength in the utility segments, Chrysler and General Motors report solid gains in their average transaction prices, up 5 percent and 4.5 percent year-over-year respectively. Jeep and RAM sales are helping drive strength in Chrysler Group in addition to Chrysler's redesigned 200 model. GM increases continue on the strength of its Chevrolet and GMC SUV and truck lineups.

"Hyundai-Kia also made a significant gain, up 2.1 percent in September," saidTim Fleming, analyst for Kelley Blue Book. "The redesigned Sonata helped bring the model average transaction price up 6.4 percent, while Kia's pricing is down 1.2 percent, due to increased sales of the compact Kia Soul, which now accounts for one-quarter of Kia's sales."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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