New-Car Transaction Prices Reach New Record, Up Nearly 3 Percent In December 2014, According To Kelley Blue Book

Pricing Strong Across Most Segments; Hyundai Kia Marks Largest Percentage Gain Among Major Automakers

IRVINE, Calif., Jan. 5, 2015 /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 $34,367 in December 2014. New-car prices have increased by $842 (up 2.5 percent) from December 2013, while rising $556 (1.6 percent) from last month. This is the highest month on record for average transaction prices.

"Pricing is strong across most of the industry with the exception of the hybrid/alternative energy segment, which dropped 1.2 percent as gas prices hit a five-year low," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Lower gas prices will further help the market for trucks and utilities, which are traditionally popular in December."

Manufacturer	**December 2014 Transaction Price (Avg.)***	**November 2014 Transaction Price (Avg.)***	**December 2013 Transaction Price (Avg.)***	**Percent Change November 2014 to December 2014***	**Percent Change December 2013 to December 2014***
American Honda (Acura, Honda)	$27,437	$27,366	$27,138	0.3%	1.1%
Fiat Chrysler (Chrysler, Dodge, Fiat, Jeep, RAM)	$33,833	$33,269	$33,085	1.7%	2.3%
Ford Motor Company (Ford, Lincoln)	$36,485	$35,874	$35,288	1.7%	3.4%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$38,816	$37,957	$37,323	2.3%	4.0%
Hyundai-Kia	$25,345	$25,376	$24,030	-0.1%	5.5%
Nissan North America (Nissan, Infiniti)	$29,257	$28,582	$28,919	2.4%	1.2%
Toyota Motor Company (Lexus, Scion, Toyota)	$32,112	$31,360	$31,605	2.4%	1.6%
Volkswagen Group (Audi, Volkswagen, Porsche)	$38,264	$38,292	$38,820	-0.1%	-1.4%
Industry	**$34,367**	**$33,811**	**$33,525**	**1.6%**	**2.5%**

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

Among those brands benefitting from the strength in trucks and utility vehicles, Fiat Chrysler transaction prices are up 2.3 percent on strong RAM sales as well as higher Dodge pricing. Dodge average transaction prices were up 6.8 percent following the discontinuation of the discount mid-size Avenger sedan. In addition, Challenger, now including the 707-horsepower SRT Hellcat model, is up 15.4 percent.

"Another notable automaker is Hyundai Kia with the biggest percentage gain of the major manufacturers at 5.5 percent," said Tim Fleming, analyst for Kelley Blue Book. "The Hyundai brand was up 6.8 percent, helped by the Sonata, which brought the model's average up 6.1 percent to $26,046. Kia average transaction prices were up 3.1 percent, highlighted by a 16.7 increase from the recently redesigned Sedona minivan."

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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