New-Car Transaction Prices Rise Steadily, Up 2.6 Percent in April 2015, According to Kelley Blue Book

Strength Reported Across Industry with Greatest Increases from Popular Truck Segments

IRVINE, Calif., May 1, 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 $33,560 in April 2015. New-car prices have increased by $836 (up 2.6 percent) from April 2014, while increasing $195 (up 0.6 percent) from last month.

"Prices were up across most of the industry, but we are seeing some of the greatest increases in the truck segments," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Full-size trucks were particularly strong, up 4.5 percent, while mid-size trucks were up 3.5 percent. Incentive spending on trucks also has been lighter this year, indicating a great market for these units right now."

Manufacturer	April 2015 Transaction Price (Avg.)*	March 2015 Transaction Price (Avg.)*	April 2014 Transaction Price (Avg.)*	Percent Change March 2015 to April 2015*	Percent Change April 2014 to April 2015*
American Honda (Acura, Honda)	$27,564	$27,467	$27,048	0.4%	1.9%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$33,901	$33,653	$32,829	0.7%	3.3%
Ford Motor Company (Ford, Lincoln)	$35,406	$35,163	$34,290	0.7%	3.3%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$38,632	$38,186	$37,558	1.2%	2.9%
Hyundai-Kia	$24,980	$24,910	$23,870	0.3%	4.7%
Nissan North America (Nissan, Infiniti)	$27,767	$27,843	$27,127	-0.3%	2.4%
Toyota Motor Company (Lexus, Scion, Toyota)	$30,463	$30,378	$30,117	0.3%	1.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	$39,203	$39,214	$39,558	0.0%	-0.9%
Industry	**$33,560**	**$33,365**	**$32,724**	**0.6%**	**2.6%**

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

Continuing to benefit from popularity among trucks and SUVs, the domestic automakers all report significant year-over-year gains in transaction prices. Up 3.3 percent, Fiat Chrysler was helped by strong prices from its Dodge and RAM brands. As it retools its portfolio, Dodge had an 8.9 percent gain, while RAM increase 4.2 percent.

Ford Motor Company jumped 3.2 percent, driven by its top-seller, F-150, which was up 4.4 percent with nearly half of sales comprised of the redesigned 2015 model. Ford's No. 2 seller, Fusion, dropped 3.1 percent as its hybrid and electric variants sold fewer units.

"Another notable increase in transaction prices is from Hyundai Kia, which is up 4.7 percent," saidTim Fleming, analyst for Kelley Blue Book. "The redesigned Sonata, up 7.9 percent, helped the Hyundai brand to a 4.2 percent gain, while the Kia Sedona, up 16.5 percent, lifted the Kia brand 5.2 percent in April."

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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provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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For further information: Chintan Talati, 949-267-4855, chintan.talati@kbb.com, Joanna Pinkham, 404-568-7135, joanna.pinkham@kbb.com, or Brenna Robinson, 949-267-4781, brenna.robinson@kbb.com

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