New-Car Transaction Price Growth Slows, Up Less Than 1 Percent In November 2015, According To Kelley Blue Book

Trucks, SUVs Drive Pricing Strength; Volvo XC90 Up Nearly 40 Percent from Last Year

IRVINE, Calif., Dec. 1, 2015 /PRNewswire/ -- The analysts at Kelley Blue Book 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 $33,801 in November 2015. New-car prices have increased by $231 (up 0.7 percent) from November 2014, while climbing $144 (up 0.4 percent) from last month.

"While average transaction prices are up again in November, the rate of growth was modest at less than 1 percent, which stands in contrast to the 2 to 3 percent increases seen so far this year," said Karl Brauer, senior analyst for Kelley Blue Book. "Trucks and SUVs remain the primary drivers behind this strength in transaction prices. In fact, the new 2016 Volvo XC90 is a standout, even in the SUV segment, with an average transaction price up nearly 40 percent from this time last year."

Manufacturer	November 2015 Transaction Price (Avg.)*	October 2015 Transaction Price (Avg.)*	November 2014 Transaction Price (Avg.)*	Percent Change October 2015 to November 2015*	Percent Change November 2014 to November 2015*
American Honda (Acura, Honda)	$27,671	$27,338	$27,024	1.2%	2.4%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$34,353	$34,303	$33,109	0.1%	3.8%
Ford Motor Company (Ford, Lincoln)	$36,533	$36,675	$35,589	-0.4%	2.7%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$38,297	$37,969	$37,860	0.9%	1.2%
Hyundai-Kia	$25,147	$24,979	$24,936	0.7%	0.8%
Nissan North America (Nissan, Infiniti)	$27,237	$27,288	$27,884	-0.2%	-2.3%

Toyota Motor Company (Lexus, Scion, Toyota)	$31,063	$30,575	$31,182	1.6%	-0.4%
Volkswagen Group (Audi, Volkswagen, Porsche)	$38,203	$38,237	$38,969	-0.1%	-2.0%
Industry	**$33,801**	**$33,657**	**$33,570**	**0.4%**	**0.7%**
**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*					

Fiat Chrysler reports one of the highest average transaction price increases at 3.8 percent year-over-year, helped by the Dodge and Ram brands, which are each up nearly 8 percent. American Honda also is up at 2.4 percent from strength of the all-new Pilot, up 12 percent.

"At the segment level, full-size pickup trucks had a great month, up 6 percent, with increases across all major models," said Tim Fleming, analyst for Kelley Blue Book. "The Toyota Tundra had the largest increase at roughly 10 percent, boosted by its top-tier 1794 edition. The subcompact and mid-size car segments also experienced positive month-over-month and year-over-year growth, which is promising, fueled by players such as Honda Accord and Volkswagen Golf."

Segment	**November 2015 Transaction Price (Avg.)***	**October 2015 Transaction Price (Avg.)***	**November 2014 Transaction Price (Avg.)***	**Percent Change October 2015 to November 2015***	**Percent Change November 2014 to November 2015***
Compact Car	$19,961	$19,889	$20,035	0.4%	-0.4%
Compact SUV/Crossover	$26,719	$26,606	$26,695	0.4%	0.1%
Electric Vehicle	$36,384	$36,956	$35,372	-1.5%	2.9%
Entry-level Luxury Car	$38,855	$39,208	$40,316	-0.9%	-3.6%
Full-size Car	$34,323	$34,415	$33,312	-0.3%	3.0%
Full-size Pickup Truck	$45,894	$45,857	$43,429	0.1%	5.7%
Full-size SUV/Crossover	$47,749	$47,405	$46,667	0.7%	2.3%
High Performance Car	$89,765	$90,742	$91,839	-1.1%	-2.3%
High-end Luxury Car	$90,672	$88,876	$95,466	2.0%	-5.0%
Hybrid/Alternative Energy Car	$25,231	$25,330	$25,587	-0.4%	-1.4%
Luxury Car	$55,751	$55,571	$56,671	0.3%	-1.6%
Luxury Compact SUV/Crossover	$41,116	$41,660	$41,843	-1.3%	-1.7%
Luxury Full-size SUV/Crossover	$69,888	$70,073	$68,756	-0.3%	1.6%
Luxury Mid-size SUV/Crossover	$54,479	$54,996	$54,919	-0.9%	-0.8%
Mid-size Car	$25,101	$24,897	$24,931	0.8%	0.7%
Mid-size Pickup Truck	$30,536	$28,967	$28,721	5.4%	6.3%
Mid-size SUV/Crossover	$34,002	$34,087	$33,038	-0.2%	2.9%
Minivan/Van	$32,126	$32,441	$31,943	-1.0%	0.6%
Sports Car	$30,568	$30,280	$30,596	0.9%	-0.1%
Subcompact Car	$17,885	$17,127	$17,300	4.4%	3.4%
Industry	**$33,801**	**$33,657**	**$33,570**	**0.4%**	**0.7%**
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