New-Car Transaction Prices Climb 2 Percent Year-Over-Year In June 2016, According To Kelley Blue Book

Mid-Size Trucks Report Greatest Segment Increase; Detroit Three Pricing Gains Driven by New and Top Performing Product

IRVINE, Calif., July 1, 2016 /PRNewswire/ -- The analysts at Kelley Blue Bookwww.kbb.com, the 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 $33,652 in June 2016. New-car prices have increased by $655 (up 2 percent) from June 2015, while rising $31 (up 0.1 percent) from last month.

"It is no surprise that strength in trucks and SUVs continue to drive up average transaction prices and help brands with models in these segments," said Tim Fleming, analyst for Kelley Blue Book. "In particular, mid-size trucks stand out as one of the strongest segments with prices up nearly 9 percent in June 2016. With full-size trucks now averaging $47,000, a large gap still exists to the segment's mid-size counterparts, which sit closer to $32,000."

Manufacturer	June 2016 Transaction Price (Avg.)*	May 2016 Transaction Price (Avg.)*	June 2015 Transaction Price (Avg.)*	Percent Change May 2016 to June 2016*	Percent Change June 2015 to June 2016*
American Honda (Acura, Honda)	$27,050	$26,963	$26,870	0.3%	0.7%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$34,835	$34,864	$33,560	-0.1%	3.8%
Ford Motor Company (Ford, Lincoln)	$36,786	$36,752	$35,454	0.1%	3.8%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$38,454	$38,486	$36,902	-0.1%	4.2%
Hyundai-Kia	$24,775	$24,958	$24,306	-0.7%	1.9%
Nissan North America (Nissan, Infiniti)	$27,559	$27,434	$27,530	0.5%	0.1%
Subaru	$27,507	$27,788	$27,508	-1.0%	0.0%
Toyota Motor Company (Lexus, Scion, Toyota)	$31,037	$30,998	$30,296	0.1%	2.4%
Volkswagen Group (Audi, Volkswagen, Porsche)	$38,890	$39,139	$39,493	-0.6%	-1.5%
Industry	**$33,652**	**$33,621**	**$32,997**	**0.1%**	**2.0%**
**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*					

The domestic automakers reveal the greatest year-over-year gains this month. Fiat Chrysler transaction prices grew nearly 4 percent with the Chrysler and Dodge brands rising most. Chrysler is seeing a 9 percent average gain due to the new Pacifica minivan, while nearly every model in the Dodge lineup is up, helping the brand's transaction prices increase 5 percent.

Ford Motor Company also is up 4 percent due to stronger F-Series sales and increased pricing on the Explorer, which was up 6 percent. The Transit also had a great month, increasing 5 percent. On the luxury side, the Lincoln brand was flat overall, but the redesigned MKX was a bright spot for the automaker, climbing 6 percent to $48,009 on average.

"General Motors increased most of all major manufacturers, up 4 percent inJune 2016, helped most by Cadillac and Chevrolet," said Fleming. "Cadillac rose 8 percent, helped by the new ATS-V and CTS-V sedans, as well as the new XT5, which is transacting 10 percent above the SRX that it replaced. Chevrolet was up 5 percent with strong pricing on most of its key products, including the Silverado (up 5 percent), Malibu (up 6 percent) and Equinox (up 4 percent)."

Segment	June 2016 Transaction Price (Avg.)*	May 2016 Transaction Price (Avg.)*	June 2015 Transaction Price (Avg.)*	Percent Change May 2016 to June 2016*	Percent Change June 2015 to June 2016*

Compact Car	$20,245	$20,172	$20,293	0.4%	-0.2%
Compact SUV/Crossover	$27,619	$27,523	$27,032	0.3%	2.2%
Electric Vehicle	$39,866	$40,216	$36,918	-0.9%	8.0%
Entry-Level Luxury Car	$41,041	$41,185	$40,821	-0.3%	0.5%
Full-Size Car	$34,791	$34,749	$33,772	0.1%	3.0%
Full-Size Pickup Truck	$47,031	$46,806	$45,565	0.5%	3.2%
Full-Size SUV/Crossover	$59,154	$59,321	$58,498	-0.3%	1.1%
High Performance Car	$94,249	$95,382	$92,229	-1.2%	2.2%
High-End Luxury Car	$95,714	$92,327	$90,038	3.7%	6.3%
Hybrid/Alternative Energy Car	$26,360	$26,358	$25,279	0.0%	4.3%
Luxury Car	$56,960	$57,758	$56,014	-1.4%	1.7%
Luxury Compact SUV/Crossover	$41,093	$41,420	$41,026	-0.8%	0.2%
Luxury Full-Size SUV/Crossover	$83,421	$83,542	$83,840	-0.1%	-0.5%
Luxury Mid-Size SUV/Crossover	$55,046	$54,894	$54,130	0.3%	1.7%
Mid-Size Car	$25,090	$25,044	$24,982	0.2%	0.4%
Mid-Size Pickup Truck	$32,117	$31,704	$29,528	1.3%	8.8%
Mid-Size SUV/Crossover	$36,962	$36,943	$36,456	0.1%	1.4%
Minivan	$32,700	$32,772	$32,146	-0.2%	1.7%
Sports Car	$35,200	$35,350	$33,511	-0.4%	5.0%
Subcompact Car	$15,298	$15,253	$15,404	0.3%	-0.7%
Subcompact SUV/Crossover	$24,777	$24,768	$24,596	0.0%	0.7%
Van	$34,126	$33,791	$32,500	1.0%	5.0%
Grand Total	**$33,652**	**$33,621**	**$32,997**	**0.1%**	**2.0%**
**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*					

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