

New-Car Transaction Prices Increase Nearly 3 Percent Year-Over-Year In September 2016, According To Kelley Blue Book

Nissan North America Transaction Pricing Strengthens on Armada and Rogue; Volkswagen Group Only Automaker Down From Last Year

IRVINE, Calif., Oct. 3, 2016 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today reported the estimated average transaction price (ATP) for light vehicles in the United States was \$34,372 in September 2016. [New-car prices](#) have increased by \$823 (up 2.5 percent) from September 2015, while falling \$82 (0.2 percent) from last month.



"Much of the automotive industry's focus recently has been on rising incentives and very little sales growth, however average transaction prices continue to rise across the industry, climbing nearly 3 percent in September 2016 from the previous year," said Tim Fleming, analyst for Kelley Blue Book. "This trend has been bolstered by the shift in consumer preference from cars to crossovers and SUVs. Mid-size trucks also stand out as a segment on the rise, with sales up double digits and transaction prices rising nearly 6 percent on average to \$32,350."

Manufacturer	September 2016 Transaction Price (Avg.)*	August 2016 Transaction Price (Avg.)*	September 2015 Transaction Price (Avg.)*	Percent Change August 2016 to September 2016*	Percent Change September 2015 to September 2016*
American Honda (Acura, Honda)	\$27,376	\$27,275	\$27,124	0.4%	0.9%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$35,469	\$35,186	\$33,988	0.8%	4.4%
Ford Motor Company (Ford, Lincoln)	\$38,095	\$38,292	\$36,916	-0.5%	3.2%

General Motors (Buick, Cadillac, Chevrolet, GMC)	\$39,784	\$40,113	\$38,463	-0.8%	3.4%
Hyundai-Kia	\$25,099	\$25,093	\$24,894	0.0%	0.8%
Nissan North America (Nissan, Infiniti)	\$28,421	\$28,311	\$26,917	0.4%	5.6%
Subaru	\$28,566	\$28,619	\$28,024	-0.2%	1.9%
Toyota Motor Company (Lexus, Scion, Toyota)	\$31,114	\$31,452	\$30,060	-1.1%	3.5%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$39,544	\$39,802	\$40,949	-0.6%	-3.4%
Industry	\$34,372	\$34,458	\$33,549	-0.2%	2.5%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

While average transaction prices for the domestic automakers continued to rise in September 2016, [Nissan North America](#) saw the greatest increase of all major manufacturers at nearly 6 percent, highlighted by solid growth from the Nissan and Infiniti brands. Nissan rose an impressive 7 percent, thanks to the all-new Armada which transacted 14 percent higher year-over-year, and the Rogue, which climbed 4 percent. Infiniti also increased 3 percent, as a result of a strong month from the Q50, which transacted nearly 7 percent higher from this time last year, in part due to the vehicle's new Red Sport trim.

The only automaker down year-over-year is [Volkswagen Group](#), which fell nearly 3.5 percent in September 2016. While the Volkswagen brand is transacting 7 percent lower, the Audi brand performed the best with an increase of 1 percent, driven largely by the all-new Q7, which rose 14 percent to \$65,439.

Segment	September 2016 Transaction Price (Avg.)*	August 2016 Transaction Price (Avg.)*	September 2015 Transaction Price (Avg.)*	Percent Change August 2016 to September 2016*	Percent Change September 2015 to September 2016*
Compact Car	\$20,339	\$20,372	\$20,119	-0.2%	1.1%
Compact SUV/Crossover	\$27,757	\$27,729	\$27,148	0.1%	2.2%
Electric Vehicle	\$40,480	\$40,197	\$42,784	0.7%	-5.4%
Entry-level Luxury Car	\$40,398	\$40,789	\$40,094	-1.0%	0.8%
Full-size Car	\$34,766	\$34,716	\$34,077	0.1%	2.0%
Full-size Pickup Truck	\$47,004	\$47,282	\$46,107	-0.6%	1.9%
Full-size SUV/Crossover	\$60,962	\$61,109	\$59,984	-0.2%	1.6%
High Performance Car	\$91,895	\$94,429	\$94,998	-2.7%	-3.3%
High-end Luxury Car	\$91,005	\$91,964	\$92,790	-1.0%	-1.9%
Hybrid/Alternative Energy Car	\$25,915	\$26,110	\$25,036	-0.7%	3.5%
Luxury Car	\$56,973	\$57,523	\$55,807	-1.0%	2.1%

Luxury Compact SUV/Crossover	\$41,920	\$42,486	\$41,487	-1.3%	1.0%
Luxury Full-size SUV/Crossover	\$83,508	\$83,919	\$83,666	-0.5%	-0.2%
Luxury Mid-size SUV/Crossover	\$53,850	\$54,144	\$52,985	-0.5%	1.6%
Mid-size Car	\$25,226	\$25,146	\$24,834	0.3%	1.6%
Mid-size Pickup Truck	\$32,350	\$32,270	\$30,608	0.2%	5.7%
Mid-size SUV/Crossover	\$36,788	\$36,853	\$36,431	-0.2%	1.0%
Minivan	\$33,135	\$33,022	\$32,171	0.3%	3.0%
Sports Car	\$31,294	\$31,127	\$29,831	0.5%	4.9%
Subcompact Car	\$15,250	\$15,197	\$15,362	0.4%	-0.7%
Subcompact SUV/Crossover	\$24,584	\$24,525	\$24,706	0.2%	-0.5%
Van	\$33,911	\$34,632	\$32,454	-2.1%	4.5%
Grand Total	\$34,372	\$34,458	\$33,549	-0.2%	2.5%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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