New-Car Transaction Prices Remain High, Up More Than 3 Percent Year-Over-Year In January 2017, According To Kelley Blue Book

Strength Driven by Sales Mix in Favor of Utility Vehicles; Detroit Three Among Greatest Beneficiaries

IRVINE, Calif., Feb. 1, 2017 /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 reported the estimated average transaction price (ATP) for light vehicles in the United States was $34,968 in January 2017. New-car prices have increased by $1,123 (up 3.3 percent) from January 2016, while falling $453 (down 1.3 percent) from last month.

"Industry transaction prices remain at high levels, rising more than 3 percent this month," said Tim Fleming, analyst for Kelley Blue Book. "The changing mix of sales in favor of utility vehicles is the primary driver for the year-over-year strength, as average prices in SUV segments climbed modestly, while the prices of subcompact SUVs declined. Demand for subcompact SUVs, one of the hottest segments in 2016, appears to be slowing down, although new models from Ford, Nissan and Toyota could help spark interest in the segment."

Manufacturer	January 2017 Transaction Price (Avg.)*	December 2016 Transaction Price (Avg.)*	January 2016 Transaction Price (Avg.)*	Percent Change December 2016 to January 2017*	Percent Change January 2016 to January 2017*
American Honda (Acura, Honda)	$28,070	$27,941	$27,214	0.5%	3.1%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$36,236	$36,657	$34,490	-1.1%	5.1%
Ford Motor Company (Ford, Lincoln)	$38,737	$39,187	$36,781	-1.1%	5.3%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$39,559	$40,270	$37,894	-1.8%	4.4%
Hyundai-Kia	$24,931	$24,904	$24,483	0.1%	1.8%
Nissan North America (Nissan, Infiniti)	$29,039	$29,917	$27,759	-2.9%	4.6%
Subaru	$28,656	$28,567	$27,906	0.3%	2.7%
Toyota Motor Company (Lexus, Scion, Toyota)	$32,303	$32,985	$31,424	-2.1%	2.8%
Volkswagen Group (Audi, Volkswagen, Porsche)	$37,816	$37,801	$40,973	0.0%	-7.7%
Industry	**$34,968**	**$35,421**	**$33,845**	**-1.3%**	**3.3%**
**Kelley Blue Book average transaction prices do not include applied consumer incentives*					

The Detroit Three continue to perform well with some of the greatest year-over-year increases. In particular, General Motors climbed 4 percent in January 2017, as all of its brands reported increases in transaction prices. Cadillac had the greatest gain at 7 percent, thanks to the new CT6 sedan and XT5 crossover. Chevrolet rose 3 percent, with the new generation Camaro showing the most improvement, up 10 percent year-over-year. GMC increased 5 percent on a strong mix of its full-size SUVs, the Yukon and Yukon XL.

Nissan North America also continues to make average transaction price gains, up 5 percent for January 2017. A sales mix in favor of SUVs and trucks is partially responsible, as well as the new Armada SUV, which rose 18 percent. The new Titan also is performing well, up 9 percent. Infiniti climbed 2 percent with help from the Q50 (up 9 percent) and its new lineup of engines, including the 400 horsepower Red Sport trim.

Segment	January 2017 Transaction Price (Avg.)*	December 2016 Transaction Price (Avg.)*	January 2016 Transaction Price (Avg.)*	Percent Change December 2016 to January 2017*	Percent Change January 2016 to January 2017*
Compact Car	$20,610	$20,535	$20,201	0.4%	2.0%
Compact SUV/Crossover	$27,027	$26,901	$26,617	0.5%	1.5%
Electric Vehicle	$39,041	$39,376	$39,315	-0.9%	-0.7%
Entry-Level Luxury Car	$41,387	$41,494	$39,501	-0.3%	4.8%
Full-Size Car	$34,286	$34,590	$34,079	-0.9%	0.6%
Full-Size Pickup Truck	$47,035	$46,865	$46,285	0.4%	1.6%
Full-Size SUV/Crossover	$61,304	$61,352	$60,117	-0.1%	2.0%
High Performance Car	$96,890	$94,251	$105,386	2.8%	-8.1%
High-End Luxury Car	$93,772	$93,599	$94,917	0.2%	-1.2%
Hybrid/Alternative Energy Car	$25,160	$25,633	$25,044	-1.8%	0.5%

Luxury Car	$56,202	$56,885	$55,838	-1.2%	0.7%
Luxury Compact SUV/Crossover	$41,162	$41,108	$41,220	0.1%	-0.1%
Luxury Full-Size SUV/Crossover	$83,197	$83,144	$85,035	0.1%	-2.2%
Luxury Mid-Size SUV/Crossover	$54,282	$54,326	$54,754	-0.1%	-0.9%
Mid-Size Car	$25,129	$25,194	$25,072	-0.3%	0.2%
Mid-Size Pickup Truck	$32,209	$32,633	$31,622	-1.3%	1.9%
Mid-Size SUV/Crossover	$37,370	$37,414	$36,770	-0.1%	1.6%
Minivan	$33,590	$34,143	$32,301	-1.6%	4.0%
Sports Car	$30,665	$30,149	$30,356	1.7%	1.0%
Subcompact Car	$16,659	$16,715	$16,455	-0.3%	1.2%
Subcompact SUV/Crossover	$24,438	$24,428	$24,580	0.0%	-0.6%
Van	$33,782	$34,009	$33,367	-0.7%	1.2%
Grand Total	**$34,968**	**$35,421**	**$33,845**	**-1.3%**	**3.3%**
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