

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 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 \$34,968 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.



Kelley Blue Book

"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%

**Kelley Blue Book average transaction prices do not include applied consumer incentives*

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 schedule an interview.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.

About Kelley Blue Book (www.kbb.com/)

Founded in 1926, Kelley Blue Book, *The Trusted Resource®* is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company 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 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

SOURCE Kelley Blue Book

For further information: Andrew Nicolai, 949-293-5241, andrew.nicolai@coxautoinc.com, Brenna Buehler, 949-267-4781, brenna.buehler@kbb.com, Michelle Behar, 949-268-4259, micelle.behar@kbb.com

Additional assets available online:  [Photos \(1\)](#)