Average New-Car Prices Flat Year-Over-Year; Flat Prices Combined With Growing Incentive Spending Signals Headwinds For New-Car Market, According To Kelley Blue Book

IRVINE, Calif., Nov. 1, 2017 /PRNewswire/ -- The analysts at Kelley Blue Book today reported the estimated average transaction price (ATP) for light vehicles in the United States was $35,263 in October 2017. New-car prices have increased by $101 (up 0.3 percent) from October 2016, while climbing $128 (up 0.4 percent) from last month.

"Transaction prices continue to rise at a slower pace than we've seen recently, expected to be just $100 higher than this time last year," said Tim Fleming, analyst for Kelley Blue Book. "Prices in the third quarter were up just 1 percent after averaging 3 percent gains in the first half of the year. While Kelley Blue Book expects solid sales in October 2017 at 17.9 million SAAR, flat transaction prices combined with ever-growing incentive spending signal headwinds for the new-vehicle market as 2017 nears its end."

Manufacturer	October 2017 Transaction Price (Avg.)*	September 2017 Transaction Price (Avg.)*	October 2016 Transaction Price (Avg.)*	Percent Change September 2017 to October 2017*	Percent Change October 2016 to October 2017*
American Honda (Acura, Honda)	$27,670	$27,803	$27,679	-0.5%	0.0%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$38,004	$38,149	$36,574	-0.4%	3.9%
Ford Motor Company (Ford, Lincoln)	$39,593	$39,215	$39,024	1.0%	1.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$39,204	$38,967	$39,988	0.6%	-2.0%
Hyundai-Kia	$24,757	$24,830	$24,630	-0.3%	0.5%
Nissan North America (Nissan, Infiniti)	$29,393	$29,436	$29,713	-0.1%	-1.1%
Subaru	$29,133	$28,864	$28,832	0.9%	1.0%
Toyota Motor Company (Lexus, Toyota)	$32,045	$31,808	$31,886	0.7%	0.5%
Volkswagen Group (Audi, Volkswagen, Porsche)	$40,488	$40,046	$39,730	1.1%	1.9%
Industry	**$35,263**	**$35,135**	**$35,162**	**0.4%**	**0.3%**
**Kelley Blue Book average transaction prices do not include applied consumer incentives*					

Fiat Chrysler's average transaction prices rose 4 percent in October 2017, as the Jeep brand increased 3 percent. The redesigned Jeep Compass jumped 6 percent, while the winddown of the Jeep Patriot also is helping drive average prices up. Dodge climbed by 10 percent on the strength of the Durango SUV and its new SRT performance trim.

Volkswagen Group's average transaction prices were among the best performers year-over-year, up 2 percent for the month. The Volkswagen brand was up 4 percent, in large part to the recently introduced Atlas SUV and redesigned Tiguan, which rose 6 percent. Audi was up 4 percent, as the redesigned A5 climbed 4 percent on the strength of its new Sportback body style.

Segment	October 2017 Transaction Price (Avg.)*	September 2017 Transaction Price (Avg.)*	October 2016 Transaction Price (Avg.)*	Percent Change September 2017 to October 2017*	Percent Change Octob 2016 to October 2017*
Compact Car	$20,309	$20,322	$20,363	-0.1%	-0.3
Compact SUV/Crossover	$28,652	$28,638	$28,136	0.0%	1.8
Electric Vehicle	$36,885	$37,545	$39,910	-1.8%	-7.6
Entry-level Luxury Car	$42,357	$42,618	$41,863	-0.6%	1.2
Full-size Car	$33,988	$34,067	$34,000	-0.2%	0.0
Full-size Pickup Truck	$47,385	$47,229	$47,162	0.3%	0.5
Full-Size SUV/Crossover	$60,652	$60,572	$60,328	0.1%	0.5
High Performance Car	$86,743	$89,705	$90,149	-3.3%	-3.8
High-end Luxury Car	$97,071	$95,445	$95,912	1.7%	1.2
Hybrid/Alternative Energy Car	$25,997	$25,984	$25,751	0.1%	1.0
Luxury Car	$57,534	$57,907	$57,769	-0.6%	-0.4
Luxury Compact SUV/Crossover	$44,684	$44,225	$43,894	1.0%	1.8
Luxury Full-size SUV/Crossover	$83,225	$83,413	$84,060	-0.2%	-1.0
Luxury Mid-size SUV/Crossover	$55,319	$55,027	$55,504	0.5%	-0.3
Mid-size Car	$25,377	$25,349	$25,260	0.1%	0.5
Mid-size Pickup Truck	$32,444	$32,708	$32,932	-0.8%	-1.5
Mid-size SUV/Crossover	$37,795	$37,803	$37,176	0.0%	1.7
Minivan	$35,783	$36,146	$33,266	-1.0%	7.6
Sports Car	$31,174	$30,648	$31,645	1.7%	-1.5
Subcompact Car	$16,210	$16,122	$16,704	0.5%	-3.0
Subcompact SUV/Crossover	$24,337	$24,416	$24,408	-0.3%	-0.3
Van	$35,586	$35,731	$35,528	-0.4%	0.2
Grand Total	**$35,263**	**$35,135**	**$35,162**	**0.4%**	**0.3**
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