

# 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."



**Kelley Blue Book**

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*
<a href="#">American Honda</a> (Acura, Honda)	\$27,670	\$27,803	\$27,679	-0.5%	0.0%
<a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$38,004	\$38,149	\$36,574	-0.4%	3.9%
<a href="#">Ford Motor Company</a> (Ford, Lincoln)	\$39,593	\$39,215	\$39,024	1.0%	1.5%
<a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)	\$39,204	\$38,967	\$39,988	0.6%	-2.0%
<a href="#">Hyundai-Kia</a>	\$24,757	\$24,830	\$24,630	-0.3%	0.5%
<a href="#">Nissan North America</a> (Nissan, Infiniti)	\$29,393	\$29,436	\$29,713	-0.1%	-1.1%
<a href="#">Subaru</a>	\$29,133	\$28,864	\$28,832	0.9%	1.0%
<a href="#">Toyota Motor Company</a> (Lexus, Toyota)	\$32,045	\$31,808	\$31,886	0.7%	0.5%
<a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)	\$40,488	\$40,046	\$39,730	1.1%	1.9%
<b>Industry</b>	<b>\$35,263</b>	<b>\$35,135</b>	<b>\$35,162</b>	<b>0.4%</b>	<b>0.3%</b>

\*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*
Compact Car	\$20,309	\$20,322	\$20,363	
Compact SUV/Crossover	\$28,652	\$28,638	\$28,136	
Electric Vehicle	\$36,885	\$37,545	\$39,910	
Entry-level Luxury Car	\$42,357	\$42,618	\$41,863	
Full-size Car	\$33,988	\$34,067	\$34,000	
Full-size Pickup Truck	\$47,385	\$47,229	\$47,162	
Full-Size SUV/Crossover	\$60,652	\$60,572	\$60,328	
High Performance Car	\$86,743	\$89,705	\$90,149	
High-end Luxury Car	\$97,071	\$95,445	\$95,912	
Hybrid/Alternative Energy Car	\$25,997	\$25,984	\$25,751	
Luxury Car	\$57,534	\$57,907	\$57,769	
Luxury Compact SUV/Crossover	\$44,684	\$44,225	\$43,894	
Luxury Full-size SUV/Crossover	\$83,225	\$83,413	\$84,060	
Luxury Mid-size SUV/Crossover	\$55,319	\$55,027	\$55,504	
Mid-size Car	\$25,377	\$25,349	\$25,260	
Mid-size Pickup Truck	\$32,444	\$32,708	\$32,932	
Mid-size SUV/Crossover	\$37,795	\$37,803	\$37,176	
Minivan	\$35,783	\$36,146	\$33,266	
Sports Car	\$31,174	\$30,648	\$31,645	
Subcompact Car	\$16,210	\$16,122	\$16,704	
Subcompact SUV/Crossover	\$24,337	\$24,416	\$24,408	
Van	\$35,586	\$35,731	\$35,528	
<b>Grand Total</b>	<b>\$35,263</b>	<b>\$35,135</b>	<b>\$35,162</b>	

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