Average New-Car Prices Rise Nearly 4 Percent For January 2018 On Shifting Sales Mix, According To Kelley Blue Book

IRVINE, Calif., Feb. 1, 2018 The analysts at Kelley Blue Book today reported the estimated average transaction price (ATP) for light vehicles in the United States was $36,270 in January 2018. New-car prices have increased by $1,360 (up 3.9 percent) from January 2017, while dropping $486 (down 1.3 percent) from last month.

"January was a strong month for transaction prices, rising nearly 4 percent on average," said Tim Fleming, analyst for Kelley Blue Book. "The shifting sales mix to trucks and SUVs has been particularly extreme lately, and as volume shifts away from cars, the average vehicle price ticks up. However, there was a glimmer of hope in the mid-size car segment, where prices rose 3 percent in January, thanks to the newest generations of the Toyota Camry and Honda Accord. These well-received new models, along with the redesign of the Nissan Altima due later this year, will test how much demand still exists for sedans."

Manufacturer	January 2018 Transaction Price (Avg.)*	December 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	Percent Change December 2017 to January 2018*	Percent Change January 2017 to January 2018*
American Honda (Acura, Honda)	$28,991	$29,188	$27,786	-0.7%	4.3%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$37,588	$38,167	$36,234	-1.5%	3.7%
Ford Motor Company (Ford, Lincoln)	$40,156	$40,922	$39,462	-1.9%	1.8%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$40,313	$40,534	$38,709	-0.5%	4.1%
Hyundai-Kia	$25,467	$25,607	$24,657	-0.5%	3.3%
Nissan North America (Nissan, Infiniti)	$29,844	$30,242	$29,254	-1.3%	2.0%
Subaru	$28,604	$28,584	$28,500	0.1%	0.4%
Toyota Motor Company (Lexus, Toyota)	$32,752	$33,804	$31,801	-3.1%	3.0%
Volkswagen Group (Audi, Volkswagen, Porsche)	$42,243	$42,800	$39,985	-1.3%	5.6%
Industry	**$36,270**	**$36,756**	**$34,910**	**-1.3%**	**3.9%**
**Kelley Blue Book average transaction prices do not include applied consumer incentives*					

While American Honda and Volkswagen Group continue to strengthen their average transaction values, other noteworthy manufacturers include General Motors and Fiat Chrysler. General Motors was up 4 percent year-over-year, with GMC showing the most improvement. GMC's average climbed 7 percent, with the redesigned Terrain as its best performer, up 6 percent. Buick also had a good month, up 5 percent, as the redesigned Enclave rose 9 percent.

Fiat Chrysler's average jumped nearly 4 percent in January 2018 on a strong mix of RAM trucks and Jeep SUVs. The new Jeep Compass had the best month for Fiat Chrysler, rising 5 percent, although the Wrangler, which is due for a redesign early in 2018, was down 1 percent. Dodge rose an impressive 8 percent, an average that was helped by the discontinuation of the Dart sedan.

Segment	January 2018 Transaction Price (Avg.)*	December 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	Percent Change December 2017 to January 2018*	Percent Change January 2017 to January 2018*
Compact Car	$20,484	$20,426	$20,668	0.3%	-0.9%
Compact SUV/Crossover	$28,489	$28,471	$27,973	0.1%	1.8%
Electric Vehicle	$38,775	$38,524	$38,807	0.7%	-0.1%
Entry-level Luxury Car	$42,484	$42,451	$41,645	0.1%	2.0%
Full-size Car	$34,110	$34,494	$33,983	-1.1%	0.4%
Full-size Pickup Truck	$46,619	$47,307	$47,357	-1.5%	-1.6%
Full-Size SUV/Crossover	$62,575	$61,870	$60,796	1.1%	2.9%
High Performance Car	$96,980	$93,513	$107,568	3.7%	-9.8%
High-end Luxury Car	$98,368	$98,296	$97,142	0.1%	1.3%
Hybrid/Alternative Energy Car	$25,689	$25,748	$24,848	-0.2%	3.4%
Luxury Car	$58,533	$58,375	$56,505	0.3%	3.6%
Luxury Compact SUV/Crossover	$43,845	$43,627	$44,024	0.5%	-0.4%
Luxury Full-size SUV/Crossover	$83,527	$81,501	$83,183	2.5%	0.4%
Luxury Mid-size SUV/Crossover	$55,479	$55,607	$55,994	-0.2%	-0.9%
Mid-size Car	$25,865	$25,749	$25,109	0.4%	3.0%
Mid-size Pickup Truck	$32,881	$32,732	$32,525	0.5%	1.1%
Mid-size SUV/Crossover	$38,153	$38,384	$37,356	-0.6%	2.1%
Minivan	$35,380	$35,318	$32,778	0.2%	7.9%
Sports Car	$30,764	$30,292	$30,456	1.6%	1.0%
Subcompact Car	$16,353	$16,245	$16,465	0.7%	-0.7%
Subcompact SUV/Crossover	$24,777	$24,730	$24,664	0.2%	0.5%
Van	$34,158	$34,242	$34,862	-0.2%	-2.0%
Grand Total	**$36,270**	**$36,756**	**$34,910**	**-1.3%**	**3.9%**
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