Average New-Car Prices Up 3 Percent Year-Over-Year; Tesla Now Driving Industry Numbers in Meaningful Way According to Kelley Blue Book

IRVINE, Calif., Nov. 1, 2018 /PRNewswire/ -- The analysts at Kelley Blue Book today reported the estimated average transaction price for light vehicles in the United States was $37,007 in October 2018. New-vehicle prices increased by $1,118 (up 3.1 percent) from October 2017, while remaining flat (down 0.2 percent) from last month.

"October was a strong month for transaction prices, as the new-car average rose 3 percent," said Tim Fleming, analyst for Kelley Blue Book. "However, much of the growth was aligned to higher priced vehicles like full-size trucks and SUVs. In addition, Tesla is now driving the industry numbers up in a meaningful way, as the brand's sales volume recently soared to the level of top luxury automakers. All segments in the $20,000 to $30,000 price range also showed little-to-no growth, which could be cause for concern considering these segments make up nearly half of the industry's sales totals."

Manufacturer	October 2018 Transaction Price (Avg.)*	September 2018 Transaction Price (Avg.)*	October 2017 Transaction Price (Avg.)*	Percent Change September 2018 to October 2018*	Percent Change October 2017 to October 2018*
American Honda (Acura, Honda)	$29,476	$29,648	$28,030	-0.6%	5.2%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$38,668	$38,304	$38,045	0.9%	1.6%
Ford Motor Company (Ford, Lincoln)	$40,434	$40,393	$39,909	0.1%	1.3%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$41,458	$41,446	$40,305	0.0%	2.9%
Hyundai-Kia	$24,806	$24,609	$24,912	0.8%	-0.4%
Nissan North America (Nissan, INFINITI)	$30,401	$30,796	$28,999	-1.3%	4.8%
Subaru	$29,687	$29,789	$28,670	-0.3%	3.5%
Toyota Motor Company (Lexus, Toyota)	$32,992	$33,183	$32,445	-0.6%	1.7%
Volkswagen Group (Audi, Volkswagen, Porsche)	$40,672	$40,367	$41,845	0.8%	-2.8%
Industry	**$37,007**	**$37,100**	**$35,889**	**-0.2%**	**3.1%**
**Kelley Blue Book average transaction prices do not include applied consumer incentives*					

American Honda showed the most year-over-year growth of all automakers, up 5 percent. The Accord continued its impressive gains, posting an 8 percent improvement. A stronger sales mix of the recently refreshed Pilot also helped boost average Honda prices. Acura climbed 3 percent, thanks to the redesigned RDX, which jumped up 10 percent while also growing its market share in the highly competitive small luxury SUV segment.

Nissan North America also had a great month with its nearly 5 percent increase in transaction prices for October 2018. The top-selling Rogue was up 3 percent and the new LEAF climbed 4 percent, helping the Nissan brand rise 4 percent on average. However, the Altima did fall 3 percent, as the current generation sells down prior to the new generation's launch. INFINITI grew its transaction prices by 6 percent, as the redesigned QX50 put up big numbers, jumping 20 percent.

Segment	October 2018 Transaction Price (Avg.)*	September 2018 Transaction Price (Avg.)*	October 2017 Transaction Price (Avg.)*	Percent Change September 2018 to October 2018*	Percent Change October 2017 to October 2018*
Compact Car	$20,455	$20,441	$20,249	0.1%	1.0%
Compact SUV/Crossover	$28,680	$28,681	$28,495	0.0%	0.6%
Electric Vehicle	$67,469	$70,974	$55,476	-4.9%	21.6%
Entry-level Luxury Car	$42,595	$42,468	$42,569	0.3%	0.1%
Full-size Car	$34,816	$34,548	$34,207	0.8%	1.8%
Full-size Pickup Truck	$48,726	$48,357	$47,484	0.8%	2.6%
Full-Size SUV/Crossover	$62,653	$62,298	$60,910	0.6%	2.9%
High Performance Car	$99,535	$100,061	$99,498	-0.5%	0.0%
High-end Luxury Car	$95,092	$95,947	$96,102	-0.9%	-1.1%
Hybrid/Alternative Energy Car	$27,198	$27,390	$26,535	-0.7%	2.5%
Luxury Car	$56,623	$57,292	$57,926	-1.2%	-2.2%
Luxury Compact SUV/Crossover	$44,967	$45,728	$44,460	-1.7%	1.1%
Luxury Full-size SUV/Crossover	$85,579	$85,363	$84,603	0.3%	1.2%
Luxury Mid-size SUV/Crossover	$55,679	$55,780	$56,653	-0.2%	-1.7%
Mid-size Car	$25,545	$25,542	$25,363	0.0%	0.7%

Mid-size Pickup Truck	$33,171	$33,281	$32,454	-0.3%	2.2%
Mid-size SUV/Crossover	$38,367	$38,420	$37,820	-0.1%	1.4%
Minivan	$35,412	$34,837	$36,195	1.7%	-2.2%
Sports Car	$35,000	$35,360	$34,669	-1.0%	1.0%
Subcompact Car	$16,445	$16,476	$16,107	-0.2%	2.1%
Subcompact SUV/Crossover	$24,252	$24,160	$24,234	0.4%	0.1%
Van	$36,208	$35,925	$34,775	0.8%	4.1%
Grand Total	**$37,007**	**$37,100**	**$35,889**	**-0.2%**	**3.1%**
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https://mediaroom.kbb.com/2018-11-01-Average-New-Car-Prices-Up-3-Percent-Year-Over-Year-Tesla-Now-Driving-Industry-Numbers-in-Meaningful-Way-According-to-Kelley-Blue-Book