

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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