

Average New-Car Prices Up More Than 1 Percent Year-Over-Year for December 2018, Closing the Strongest Year of Growth Since 2013, According to Kelley Blue Book

IRVINE, Calif., Jan. 3, 2019 /PRNewswire/ -- The analysts at Kelley Blue Book today reported the estimated average transaction price for light vehicles in the United States was \$37,577 in December 2018. [New-vehicle prices](#) increased (up 1.3 percent) from December 2017, while decreasing \$93 (down 0.2 percent) from last month.

"December closed out a very strong year for new-car prices, as they rose to more than \$36,000 on average in 2018, a 3 percent increase," said Tim Fleming, analyst for Kelley Blue Book. "Despite higher interest rates and incentives remaining flat year-over-year, this was the strongest growth in transaction prices since 2013. Average transaction prices were boosted in 2018 by tax reform and low unemployment, as well as the rapid ramp-up of Tesla and its Model 3."



Kelley Blue Book

Excluding Tesla from the average, the rest of the industry rose 2.5 percent, a result more in line with the past few years. The sales mix of cars dropping to 31 percent (from 36 percent in 2017) also played a role in rising prices, and as more automakers like Ford discontinue their car nameplates in favor of SUVs and trucks, the average new-vehicle price will continue to grow.

Manufacturer	December 2018 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	December 2017 Transaction Price (Avg.)*	Percent Change November 2018 to December 2018*	Percent Change December 2017 to December 2018*
American Honda (Acura, Honda)	\$29,347	\$29,579	\$29,329	-0.8%	0.1%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,028	\$39,708	\$38,497	0.8%	4.0%
Ford Motor Company (Ford, Lincoln)	\$40,256	\$40,056	\$40,643	0.5%	-1.0%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$40,943	\$41,183	\$40,722	-0.6%	0.5%
Hyundai-Kia	\$24,705	\$24,584	\$25,166	0.5%	-1.8%
Nissan North America (Nissan, INFINITI)	\$30,880	\$30,818	\$30,202	0.2%	2.2%
Subaru	\$29,636	\$29,824	\$28,104	-0.6%	5.5%
Toyota Motor Company (Lexus, Toyota)	\$34,143	\$33,891	\$33,531	0.7%	1.8%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$42,322	\$43,232	\$42,798	-2.1%	-1.1%
Industry	\$37,577	\$37,670	\$37,077	-0.2%	1.3%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

Similar to last month, strength in SUVs and trucks continued to push Fiat Chrysler and Subaru up year-over-year. Also benefitting from models in these segments, Nissan North America jumped 2 percent overall with Infiniti leading the way at a 5 percent

increase. The QX50 was Infiniti's top performer again, as average transaction prices were up 22 percent. Nissan prices also climbed (up 1 percent), led by the redesigned Altima (up 6 percent). However, the new Kicks subcompact SUV and its nearly \$20,000 average transaction price brought down the Nissan brand average.

Segment	December 2018 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	December 2017 Transaction Price (Avg.)*	Percent Change November 2018 to December 2018*	Percent Change December 2017 to December 2018*
Compact Car	\$20,453	\$20,429	\$20,363	0.1%	0.4%
Compact SUV/Crossover	\$28,739	\$28,789	\$28,356	-0.2%	1.3%
Electric Vehicle	\$67,004	\$67,357	\$68,470	-0.5%	-2.1%
Entry-level Luxury Car	\$42,385	\$42,505	\$42,565	-0.3%	-0.4%
Full-size Car	\$34,925	\$34,841	\$34,526	0.2%	1.2%
Full-size Pickup Truck	\$48,653	\$48,777	\$47,398	-0.3%	2.6%
Full-size SUV/Crossover	\$63,207	\$63,507	\$61,896	-0.5%	2.1%
High Performance Car	\$113,433	\$121,440	\$94,738	-6.6%	19.7%
High-end Luxury Car	\$98,128	\$97,944	\$97,960	0.2%	0.2%
Hybrid/Alternative Energy Car	\$27,595	\$27,540	\$27,134	0.2%	1.7%
Luxury Car	\$57,471	\$58,201	\$58,485	-1.3%	-1.7%
Luxury Compact SUV/Crossover	\$44,485	\$44,800	\$43,898	-0.7%	1.3%
Luxury Full-size SUV/Crossover	\$87,149	\$86,978	\$84,407	0.2%	3.2%
Luxury Mid-size SUV/Crossover	\$56,664	\$56,567	\$56,514	0.2%	0.3%
Mid-size Car	\$25,838	\$25,799	\$25,956	0.2%	-0.5%
Mid-size Pickup Truck	\$33,262	\$33,593	\$32,982	-1.0%	0.9%
Mid-size SUV/Crossover	\$38,975	\$38,982	\$38,400	0.0%	1.5%
Minivan	\$35,777	\$35,440	\$35,403	1.0%	1.1%
Sports Car	\$35,345	\$35,612	\$34,511	-0.7%	2.4%
Subcompact Car	\$16,365	\$16,368	\$16,164	0.0%	1.2%
Subcompact SUV/Crossover	\$24,211	\$24,033	\$24,521	0.7%	-1.3%
Van	\$34,205	\$33,477	\$32,379	2.2%	5.6%
Grand Total	\$37,577	\$37,670	\$37,077	-0.2%	1.3%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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