Average New-Car Prices Up Nearly 3 Percent Year-Over-Year for February 2019 on Full-Size Pickup Strength, According to Kelley Blue Book

IRVINE, Calif., March 1, 2019 /PRNewswire/ -- The analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was $36,590 in February 2019. New-vehicle prices increased $993 (up 2.8 percent) from February 2018, while decreasing $205 (down 0.5 percent) from last month.

"New-vehicle transaction prices climbed nearly 3 percent in February, led by the strength in full-size pickup trucks," said Tim Fleming, analyst for Kelley Blue Book. "New pickups from General Motors and RAM are setting the pace for the segment, and every full-size pickup truck had year-over-year growth greater than 4 percent. Looking at midsize trucks, the segment was only up 1 percent for the month, but it is set for a similar revival with the new Ford Ranger hitting the market right now and the Jeep Gladiator coming soon."

Manufacturer	February 2019 Transaction Price (Avg.)*	January 2019 Transaction Price (Avg.)*	February 2018 Transaction Price (Avg.)*	Percent Change January 2019 to February 2019*	Percent Change February 2018 to February 2019*
American Honda (Acura, Honda)	$28,991	$28,808	$28,585	0.6%	1.4%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$38,584	$39,354	$36,816	-2.0%	4.8%
Ford Motor Company (Ford, Lincoln)	$41,270	$41,633	$39,120	-0.9%	5.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$39,808	$39,584	$39,767	0.6%	0.1%
Hyundai-Kia	$25,401	$25,421	$25,296	-0.1%	0.4%
Nissan North America (Nissan, INFINITI)	$29,956	$29,958	$29,500	0.0%	1.5%
Subaru	$29,500	$29,835	$28,032	-1.1%	5.2%
Toyota Motor Company (Lexus, Toyota)	$32,777	$32,678	$32,124	0.3%	2.0%
Volkswagen Group (Audi, Volkswagen, Porsche)	$43,605	$46,192	$41,844	-5.6%	4.2%
Industry	**$36,590**	**$36,765**	**$35,597**	**-0.5%**	**2.8%**
**Kelley Blue Book average transaction prices do not include applied consumer incentives*					

Gaining most year-over-year, Ford Motor Company's average prices were up more than 5 percent, with both Ford and Lincoln up by 5 percent. Ford's strength was led by the refreshed Edge and its new ST trim, which helped pull the model's average up 5 percent. The F-Series also saw prices rise as the Super Duty trucks capture a larger share of sales. At Lincoln, the Nautilus rose 8 percent above the MKX it replaced, and the Navigator is still posting solid transaction prices, up 4 percent year-over year.

General Motors was flat year-over-year, with only the GMC brand posting an increase. GMC climbed 2 percent largely on the redesigned Sierra pickup, which was up 6 percent. However, Buick fell 3 percent, as the Enclave was down 4 percent now in the second year of its generation, and the Envision dropped by 5 percent.

Segment	February 2019 Transaction Price (Avg.)*	January 2019 Transaction Price (Avg.)*	February 2018 Transaction Price (Avg.)*	Percent Change January 2019 to February 2019*	Percent Change February 2018 to February 2019*
Compact Car	$20,421	$20,462	$20,329	-0.2%	0.5%
Compact SUV/Crossover	$29,259	$29,096	$28,480	0.6%	2.7%
Electric Vehicle	$60,459	$60,443	$58,458	0.0%	3.4%
Entry-level Luxury Car	$42,598	$42,535	$41,524	0.1%	2.6%
Full-size Car	$35,205	$35,224	$34,512	-0.1%	2.0%
Full-size Pickup Truck	$49,958	$49,984	$46,930	-0.1%	6.5%
Full-size SUV/Crossover	$62,961	$63,500	$62,143	-0.8%	1.3%
High Performance Car	$108,236	$121,513	$99,539	-10.9%	8.7%
High-end Luxury Car	$98,502	$98,280	$98,677	0.2%	-0.2%
Hybrid/Alternative Energy Car	$27,093	$27,254	$27,248	-0.6%	-0.6%
Luxury Car	$58,740	$58,960	$58,758	-0.4%	0.0%
Luxury Compact SUV/Crossover	$44,942	$45,109	$44,662	-0.4%	0.6%
Luxury Full-size SUV/Crossover	$88,433	$88,033	$87,382	0.5%	1.2%
Luxury Mid-size SUV/Crossover	$58,469	$58,531	$56,831	-0.1%	2.9%
Mid-size Car	$25,944	$25,919	$25,836	0.1%	0.4%
Mid-size Pickup Truck	$33,427	$33,623	$32,978	-0.6%	1.4%

Mid-size SUV/Crossover	$38,670	$38,717	$38,418	-0.1%	0.7%
Minivan	$35,635	$35,612	$33,965	0.1%	4.9%
Sports Car	$35,344	$35,387	$34,862	-0.1%	1.4%
Subcompact Car	$16,474	$16,322	$16,228	0.9%	1.5%
Subcompact SUV/Crossover	$23,982	$23,824	$24,349	0.7%	-1.5%
Van	$34,122	$34,017	$34,156	0.3%	-0.1%
Grand Total	**$36,590**	**$36,765**	**$35,597**	**-0.5%**	**2.8%**
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For further information: Brenna Buehler, 909-225-4643, brenna.buehler@coxautoinc.com; or Nichole Mrasek, 678-429-7627, nichole.mrasek@coxautoinc.com

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https://mediaroom.kbb.com/2019-03-01-Average-New-Car-Prices-Up-Nearly-3-Percent-Year-Over-Year-for-February-2019-on-Full-Size-Pickup-Strength-According-to-Kelley-Blue-Book