

## Average New-Car Prices Up Nearly 4 Percent Year-Over-Year for May 2019, According to Kelley Blue Book

IRVINE, Calif., June 3, 2019 /PRNewswire/ -- The valuation analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$37,185 in May 2019. [New-vehicle prices](#) increased \$1,320 (up 3.7 percent) from May 2018, while decreasing \$208 (down 0.6 percent) from last month.

"Although May's sales tally is expected to be down, the good news is that average prices for those sales rose nearly 4 percent from one year ago," said Tim Fleming, analyst for Kelley Blue Book. "SUVs bounced back in May 2019 and drove many of those increases for automakers, especially those with new and redesigned models on dealer lots. However, with this expected to be the fifth down month in a row, the question for this year remains whether automakers will start to trade some of their pricing power for greater incentives and more sales."



Manufacturer	May 2019 Transaction Price (Avg.)*	April 2019 Transaction Price (Avg.)*	May 2018 Transaction Price (Avg.)*	Percent Change April 2019 to May 2019*	Percent Change May 2018 to May 2019*
<a href="#">American Honda</a> (Acura, Honda)	\$28,568	\$28,813	\$28,232	-0.9%	1.2%
<a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,021	\$40,238	\$37,578	-0.5%	6.5%
<a href="#">Ford Motor Company</a> (Ford, Lincoln)	\$41,612	\$41,887	\$39,786	-0.7%	4.6%
<a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)	\$41,489	\$41,812	\$40,915	-0.8%	1.4%
<a href="#">Hyundai-Kia</a>	\$25,781	\$25,800	\$25,024	-0.1%	3.0%
<a href="#">Nissan North America</a> (Nissan, INFINITI)	\$29,454	\$29,302	\$29,427	0.5%	0.1%
<a href="#">Subaru</a>	\$29,829	\$30,181	\$28,233	-1.2%	5.7%
<a href="#">Toyota Motor Company</a> (Lexus, Toyota)	\$33,711	\$33,722	\$32,553	0.0%	3.6%
<a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)	\$42,964	\$42,961	\$41,544	0.0%	3.4%
<b>Industry</b>	<b>\$37,185</b>	<b>\$37,393</b>	<b>\$35,865</b>	<b>-0.6%</b>	<b>3.7%</b>

*\*Kelley Blue Book average transaction prices do not include applied consumer incentives*

Fiat Chrysler had another strong month, posting more than a 6 percent increase, thanks to RAM and Jeep. RAM prices were up nearly 5 percent on the strength of the RAM 1500 and the new RAM 2500. Meanwhile, Jeep prices also were up 5 percent, as the Wrangler was up 7 percent. In addition, the Gladiator pickup showed a strong launch skewed greatly toward the Rubicon trim, with average prices in the high \$50,000 range.

Subaru has another strong increase, as average transaction prices rose by 5 percent, with the new Ascent SUV helping the brand's average the most. In addition, the redesigned Forester posted a 4 percent year-over-year increase.

Segment	May 2019 Transaction Price (Avg.)*	April 2019 Transaction Price (Avg.)*	May 2018 Transaction Price (Avg.)*	Percent Change April 2019 to May 2019*	Percent Change May 2018 to May 2019*
Compact Car	\$20,830	\$20,780	\$20,540	0.2%	1.4%
Compact SUV/Crossover	\$29,421	\$29,460	\$28,476	-0.1%	3.3%
Electric Vehicle	\$55,028	\$52,483	\$61,269	4.8%	-10.2%
Entry-level Luxury Car	\$42,975	\$43,230	\$42,065	-0.6%	2.2%
Full-size Car	\$35,250	\$35,358	\$34,664	-0.3%	1.7%
Full-size Pickup Truck	\$49,997	\$50,149	\$48,401	-0.3%	3.3%
Full-Size SUV/Crossover	\$63,043	\$63,217	\$63,440	-0.3%	-0.6%
High Performance Car	\$99,108	\$99,760	\$102,671	-0.7%	-3.5%
High-end Luxury Car	\$101,242	\$100,242	\$100,033	1.0%	1.2%
Hybrid/Alternative Energy Car	\$27,223	\$27,398	\$27,510	-0.6%	-1.0%
Luxury Car	\$58,515	\$59,128	\$59,136	-1.0%	-1.1%
Luxury Compact SUV/Crossover	\$44,912	\$45,163	\$44,899	-0.6%	0.0%
Luxury Full-size SUV/Crossover	\$89,581	\$90,256	\$89,645	-0.7%	-0.1%
Luxury Mid-size SUV/Crossover	\$59,443	\$59,822	\$55,986	-0.6%	6.2%
Mid-size Car	\$25,775	\$25,859	\$25,741	-0.3%	0.1%
Mid-size Pickup Truck	\$34,387	\$34,665	\$33,394	-0.8%	3.0%
Mid-size SUV/Crossover	\$38,017	\$37,846	\$37,801	0.5%	0.6%
Minivan	\$35,600	\$35,680	\$34,234	-0.2%	4.0%
Sports Car	\$36,499	\$36,883	\$35,846	-1.0%	1.8%
Subcompact Car	\$16,538	\$16,590	\$16,538	-0.3%	0.0%
Subcompact SUV/Crossover	\$24,320	\$24,185	\$24,446	0.6%	-0.5%
Van	\$35,453	\$35,335	\$34,746	0.3%	2.0%
<b>Grand Total</b>	<b>\$37,185</b>	<b>\$37,393</b>	<b>\$35,865</b>	<b>-0.6%</b>	<b>3.7%</b>

*\*Kelley Blue Book average transaction prices do not include applied consumer incentives*

For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/), follow us on Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at [www.facebook.com/kbb](https://www.facebook.com/kbb), and follow us on Instagram at [https://www.instagram.com/kbb\\_com/](https://www.instagram.com/kbb_com/) (or @kbb\_com).

**About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*<sup>®</sup>, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book<sup>®</sup> Trade-In Values and Kelley Blue Book<sup>®</sup> Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

**About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader<sup>®</sup>, Clutch Technologies, Dealer.com<sup>®</sup>, Dealertrack<sup>®</sup>, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, NextGear Capital<sup>®</sup>, VinSolutions<sup>®</sup>, vAuto<sup>®</sup> and Xtime<sup>®</sup>, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. [coxautoinc.com](http://coxautoinc.com)

SOURCE Kelley Blue Book

For further information: Brenna Buehler, 909-225-4643, [brenna.buehler@coxautoinc.com](mailto:brenna.buehler@coxautoinc.com); or Nichole Mrasek, 678-429-7627, [nichole.mrasek@coxautoinc.com](mailto:nichole.mrasek@coxautoinc.com)

---

<https://mediaroom.kbb.com/2019-06-03-Average-New-Car-Prices-Up-Nearly-4-Percent-Year-Over-Year-for-May-2019-According-to-Kelley-Blue-Book>