

Average New-Car Prices Up 3% Year Over Year for July 2019 on Strong Truck Sales, According to Kelley Blue Book

IRVINE, Calif., Aug. 1, 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 \$37,169 in July 2019. [New-vehicle prices](#) increased \$1,246 (up 3.5%) from July 2018, while decreasing \$312 (down 0.8%) from last month.

"While July is expected to come in below a 17-million SAAR pace, the industry average transaction price continued its steady rise, up 3% year over year," said Tim Fleming, analyst for Kelley Blue Book. "Trucks were the big story in July as new mid-size and full-size offerings helped to drive truck prices up about 3% while contributing to sales growth in this down market. With the new 1500 trucks from RAM and GM that came out last year, full-size truck prices have now eclipsed the \$50,000 mark, and new heavy-duty trucks from these manufacturers this year will push those numbers up even more."



Kelley Blue Book

Manufacturer	July 2019 Transaction Price (Avg.)*	June 2019 Transaction Price (Avg.)*	July 2018 Transaction Price (Avg.)*	% Change June 2019 to July 2019*	% Change July 2018 to July 2019*
American Honda (Acura, Honda)	\$28,693	\$28,738	\$28,853	-0.2%	-0.6%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,632	\$41,300	\$38,236	-1.6%	6.3%
Ford Motor Company (Ford, Lincoln)	\$41,108	\$41,008	\$40,425	0.2%	1.7%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$41,668	\$42,079	\$40,335	-1.0%	3.3%
Hyundai-Kia	\$25,722	\$25,830	\$24,984	-0.4%	3.0%
Nissan North America (Nissan, INFINITI)	\$29,047	\$28,970	\$29,356	0.3%	-1.1%
Subaru	\$29,771	\$29,870	\$28,972	-0.3%	2.8%
Toyota Motor Company (Lexus, Toyota)	\$33,224	\$33,359	\$32,771	-0.4%	1.4%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$43,257	\$44,085	\$40,670	-1.9%	6.4%
Industry	\$37,169	\$37,481	\$35,923	-0.8%	3.5%

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

American Honda was down slightly in July, as Acura prices fell 2% while Honda stayed flat. Most Acura models saw declines for the month, while Honda was brought down by the Accord sedan, which fell 1%. The refreshed HR-V had a good month as it climbed 4%.

General Motors was up 3% for the month, as the Chevrolet brand saw the biggest gain at 4%. Chevrolet was helped by a very strong mix of trucks and SUVs, which should amount to more than an 80% sales mix in July. GMC also saw a slight increase in July, largely due to the Sierra and its 3% gain.

Volkswagen Group's transaction prices rose by 6%, with Audi up an impressive 13% from last year. Audi was buoyed by its redesigned A6 and A8 sedans, as well as the recently debuted Q8 and e-tron SUVs. The Volkswagen brand climbed 2%, helped by the Tiguan (up 5%) and the Jetta (up 3%), as well as a sales mix more geared toward SUVs.

Segment	July 2019 Transaction Price (Avg.)*	June 2019 Transaction Price (Avg.)*	July 2018 Transaction Price (Avg.)*	% Change June 2019 to July 2019*	% Change July 2018 to July 2019*
Compact Car	\$20,525	\$20,803	\$20,424	-1.3%	0.5%
Compact SUV/Crossover	\$29,316	\$29,288	\$28,432	0.1%	3.1%
Electric Vehicle	\$54,391	\$54,276	\$59,046	0.2%	-7.9%
Entry-level Luxury Car	\$42,366	\$43,108	\$42,418	-1.7%	-0.1%
Full-size Car	\$35,177	\$35,112	\$34,905	0.2%	0.8%
Full-size Pickup Truck	\$50,063	\$50,473	\$48,686	-0.8%	2.8%
Full-Size SUV/Crossover	\$62,210	\$62,847	\$61,473	-1.0%	1.2%
High Performance Car	\$102,146	\$103,022	\$101,841	-0.9%	0.3%
High-end Luxury Car	\$101,458	\$99,742	\$96,923	1.7%	4.7%
Hybrid/Alternative Energy Car	\$26,997	\$26,852	\$27,214	0.5%	-0.8%
Luxury Car	\$58,719	\$59,395	\$58,593	-1.1%	0.2%
Luxury Compact SUV/Crossover	\$45,759	\$46,042	\$45,556	-0.6%	0.4%
Luxury Full-size SUV/Crossover	\$87,621	\$87,539	\$88,306	0.1%	-0.8%
Luxury Mid-size SUV/Crossover	\$58,902	\$59,664	\$55,681	-1.3%	5.8%
Mid-size Car	\$25,715	\$25,742	\$25,481	-0.1%	0.9%
Mid-size Pickup Truck	\$34,894	\$35,365	\$33,687	-1.3%	3.6%
Mid-size SUV/Crossover	\$38,417	\$38,397	\$37,911	0.1%	1.3%
Minivan	\$35,375	\$35,210	\$35,304	0.5%	0.2%
Sports Car	\$36,717	\$36,817	\$35,837	-0.3%	2.5%
Subcompact Car	\$16,445	\$16,457	\$16,514	-0.1%	-0.4%
Subcompact SUV/Crossover	\$23,934	\$23,905	\$24,103	0.1%	-0.7%
Van	\$34,447	\$34,184	\$35,048	0.8%	-1.7%
Grand Total	\$37,169	\$37,481	\$35,923	-0.8%	3.5%

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

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For further information: Chintan Talati, 210-884-3675, Chintan.talati@coxautoinc.com, Nichole Mrasek, 678-429-7627, nichole.mrasek@coxautoinc.com

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