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."

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%**

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