

Average New-Vehicle Prices Up Nearly 3% Year-Over-Year, According to Kelley Blue Book

IRVINE, Calif., Nov. 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 \$38,259 in October 2019. [New-vehicle prices](#) increased \$1,064 (up 2.9%) from October 2018, while decreasing \$141 (down 0.4%) from last month.

"Average transaction prices were generally favorable for most automakers, as the industry average climbed 3% year-over-year, partially due to the shifting sales mix from cars to trucks and SUVs," said Tim Fleming, analyst for Kelley Blue Book. "However, car prices did grow by 2% in October 2019, their biggest improvement in nearly a year."



Kelley Blue Book

Manufacturers are focusing incentive programs on the increasingly competitive utility segments, helping make those vehicles more affordable to consumers. Trucks have shown the most strength of any segment with full-size trucks up 3%, while mid-size trucks rose 6%, aided by new and redesigned models.

Manufacturer	October 2019 Transaction Price (Avg.)*	September 2019 Transaction Price (Avg.)*	October 2018 Transaction Price (Avg.)*	Percent Change September 2019 to October 2019*	Percent Change October 2018 to October 2019*
American Honda (Acura, Honda)	\$28,936	\$28,752	\$29,830	0.6%	-3.0%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,712	\$41,064	\$39,266	-0.9%	3.7%
Ford Motor Company (Ford, Lincoln)	\$43,052	\$43,150	\$40,779	-0.2%	5.6%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$42,596	\$42,732	\$41,063	-0.3%	3.7%
Hyundai-Kia	\$26,612	\$26,918	\$24,616	-1.1%	8.1%
Nissan North America (Nissan, INFINITI)	\$30,999	\$30,828	\$29,937	0.6%	3.5%
Subaru	\$30,179	\$29,975	\$30,018	0.7%	0.5%
Toyota Motor Company (Lexus, Toyota)	\$34,106	\$33,974	\$33,512	0.4%	1.8%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$42,684	\$44,430	\$41,391	-3.9%	3.1%
Industry	\$38,259	\$38,400	\$37,195	-0.4%	2.9%

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

Among the top performers, Ford Motor Company was up nearly 6% in October 2019 with Ford and Lincoln brands both enjoying increases. The Nautilus had the best month for Lincoln, rising 5%, and the Aviator is having a solid impact, transacting in the high \$60,000 range. The redesigned Explorer saw the most improvement, up 15%, while the refreshed Edge was up 4%.

Fiat Chrysler and General Motors also reported strong average transaction prices for October 2019, both up nearly 4% year-over-year.

Segment	October 2019 Transaction Price (Avg.)*	September 2019 Transaction Price (Avg.)*	October 2018 Transaction Price (Avg.)*	Percent Change Septeml
Compact Car	\$21,021	\$20,977	\$20,513	
Compact SUV/Crossover	\$29,659	\$29,539	\$28,962	
Electric Vehicle	\$53,664	\$54,339	\$63,264	
Entry-level Luxury Car	\$42,123	\$41,853	\$42,682	
Full-size Car	\$34,980	\$35,266	\$35,045	
Full-size Pickup Truck	\$51,036	\$50,978	\$49,467	
Full-size SUV/Crossover	\$63,501	\$63,145	\$63,120	
High Performance Car	\$116,936	\$114,281	\$113,581	
High-end Luxury Car	\$98,158	\$97,331	\$99,224	
Hybrid/Alternative Energy Car	\$27,677	\$27,212	\$28,231	
Luxury Car	\$58,896	\$59,196	\$58,531	
Luxury Compact SUV/Crossover	\$46,165	\$46,681	\$47,235	
Luxury Full-size SUV/Crossover	\$88,726	\$88,804	\$87,473	
Luxury Mid-size SUV/Crossover	\$59,094	\$60,291	\$56,286	
Luxury Subcompact SUV/Crossover	\$39,823	\$39,517	\$40,102	
Mid-size Car	\$27,968	\$28,075	\$26,713	
Mid-size Pickup Truck	\$35,744	\$36,068	\$33,732	
Mid-size SUV/Crossover	\$39,780	\$39,652	\$39,090	
Minivan	\$35,196	\$35,057	\$35,380	
Sports Car	\$35,525	\$36,323	\$35,499	
Subcompact Car	\$16,954	\$16,953	\$16,382	
Subcompact SUV/Crossover	\$24,952	\$24,852	\$24,675	
Van	\$35,881	\$36,176	\$34,643	

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