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."

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 September 2019 to October 2019
Compact Car	$21,021	$20,977	$20,513	0.2%
Compact SUV/Crossover	$29,659	$29,539	$28,962	0.4%
Electric Vehicle	$53,664	$54,339	$63,264	-1.2%
Entry-level Luxury Car	$42,123	$41,853	$42,682	0.6%
Full-size Car	$34,980	$35,266	$35,045	-0.8%
Full-size Pickup Truck	$51,036	$50,978	$49,467	0.1%
Full-size SUV/Crossover	$63,501	$63,145	$63,120	0.6%
High Performance Car	$116,936	$114,281	$113,581	2.3%
High-end Luxury Car	$98,158	$97,331	$99,224	0.8%
Hybrid/Alternative Energy Car	$27,677	$27,212	$28,231	1.7%
Luxury Car	$58,896	$59,196	$58,531	-0.5%
Luxury Compact SUV/Crossover	$46,165	$46,681	$47,235	-1.1%
Luxury Full-size SUV/Crossover	$88,726	$88,804	$87,473	-0.1%
Luxury Mid-size SUV/Crossover	$59,094	$60,291	$56,286	-2.0%
Luxury Subcompact SUV/Crossover	$39,823	$39,517	$40,102	0.8%
Mid-size Car	$27,968	$28,075	$26,713	-0.4%
Mid-size Pickup Truck	$35,744	$36,068	$33,732	-0.9%
Mid-size SUV/Crossover	$39,780	$39,652	$39,090	0.3%
Minivan	$35,196	$35,057	$35,380	0.4%
Sports Car	$35,525	$36,323	$35,499	-2.2%
Subcompact Car	$16,954	$16,953	$16,382	0.0%
Subcompact SUV/Crossover	$24,952	$24,852	$24,675	0.4%
Van	$35,881	$36,176	$34,643	-0.8%
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