

# Average New-Vehicle Prices Up Only 1% Year-Over-Year on Growing Discounts and Incentives, According to Kelley Blue Book

**Vehicles Spending More Time on Dealer Lots, Hitting Highest Level Since 2017**

IRVINE, Calif., Dec. 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 \$38,393 in November 2019. [New-vehicle prices](#) increased \$387 (up 1%) from November 2018, while climbing \$106 (up 0.3%) from last month.

"Transaction prices rose only 1% as dealer discounts grew to move older inventory," said Tim Fleming, analyst for Kelley Blue Book. "As retail sales slowed by more than 2% this year, vehicles are spending more time on dealer lots, about 80 days on average, which is five days longer than a year ago and the highest level seen since 2017. As a result, there are more discounts and incentives, especially now that the year's end is approaching."



**Kelley Blue Book**

Manufacturer	November 2019 Transaction Price (Avg.)*	October 2019 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	Percent Change October 2019 to November 2019*	Percent Change November 2018 to November 2019*
<a href="#">American Honda</a> (Acura, Honda)	\$29,008	\$28,735	\$29,587	0.9%	-2.0%
<a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,760	\$41,099	\$39,810	-0.8%	2.4%
<a href="#">Ford Motor Company</a> (Ford, Lincoln)	\$43,676	\$43,913	\$40,967	-0.5%	6.6%
<a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)	\$42,547	\$42,467	\$41,388	0.2%	2.8%
<a href="#">Hyundai Kia</a>	\$27,128	\$27,508	\$24,681	-1.4%	9.9%
<a href="#">Nissan North America</a> (Nissan, INFINITI)	\$31,330	\$30,937	\$30,848	1.3%	1.6%
<a href="#">Subaru</a>	\$30,467	\$30,325	\$29,854	0.5%	2.1%
<a href="#">Toyota Motor Company</a> (Lexus, Toyota)	\$34,692	\$34,250	\$33,971	1.3%	2.1%
<a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)	\$45,208	\$44,777	\$45,355	1.0%	-0.3%
<b>Industry</b>	<b>\$38,393</b>	<b>\$38,287</b>	<b>\$38,006</b>	<b>0.3%</b>	<b>1.0%</b>

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

Once again, Hyundai Kia showed the greatest improvement of all manufacturers, as its prices grew 10%. Interestingly, new three-row SUV models and electric vehicles helped the brands most. The Hyundai Palisade and Kia Telluride SUVs both transacted at more than \$40,000 on average, while the Hyundai Kona EV and Kia Niro EV helped boost these models' average transaction prices by 8%.

American Honda prices fell by 2%, with Acura down 5% and Honda dropping 1%. The Acura MDX had the biggest decline for Acura at 7%, and the RDX, Acura's top seller, dropped 2%. The Honda Clarity fell the most for the brand at 6%, while the Ridgeline also trended down by 6%. On a positive note, the Honda Civic was the automaker's top performer, up 3%.

Segment	November 2019 Transaction Price (Avg.)*	October 2019 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	Percent Change October 2019 to November 2019*	Percent Change November 2018 to November 2019*
Compact Car	\$21,037	\$20,948	\$20,513	0.4%	2.6%
Compact SUV/Crossover	\$29,617	\$29,675	\$28,979	-0.2%	2.2%
Electric Vehicle	\$54,626	\$54,400	\$67,506	0.4%	-19.1%
Entry-level Luxury Car	\$41,686	\$42,204	\$42,429	-1.2%	-1.8%
Full-size Car	\$35,330	\$35,218	\$34,895	0.3%	1.2%
Full-size Pickup Truck	\$51,140	\$50,984	\$49,506	0.3%	3.3%
Full-size SUV/Crossover	\$62,962	\$63,400	\$63,579	-0.7%	-1.0%
High Performance Car	\$122,316	\$124,426	\$121,611	-1.7%	0.6%
High-end Luxury Car	\$97,087	\$97,392	\$99,613	-0.3%	-2.5%
Hybrid/Alternative Energy Car	\$27,841	\$27,372	\$28,516	1.7%	-2.4%
Luxury Car	\$58,771	\$59,795	\$60,305	-1.7%	-2.5%
Luxury Compact SUV/Crossover	\$46,781	\$46,676	\$46,610	0.2%	0.4%
Luxury Full-size SUV/Crossover	\$86,890	\$87,739	\$87,458	-1.0%	-0.6%
Luxury Mid-size SUV/Crossover	\$58,900	\$59,690	\$57,699	-1.3%	2.1%
Luxury Subcompact SUV/Crossover	\$39,915	\$39,509	\$39,865	1.0%	0.1%
Mid-size Car	\$28,250	\$28,318	\$26,783	-0.2%	5.5%
Mid-size Pickup Truck	\$35,900	\$35,835	\$33,774	0.2%	6.3%
Mid-size SUV/Crossover	\$40,027	\$39,892	\$39,045	0.3%	2.5%
Minivan	\$35,270	\$35,431	\$35,514	-0.5%	-0.7%
Sports Car	\$36,926	\$36,848	\$35,628	0.2%	3.6%
Subcompact Car	\$16,887	\$16,815	\$16,454	0.4%	2.6%
Subcompact SUV/Crossover	\$24,860	\$24,832	\$24,560	0.1%	1.2%
Van	\$36,327	\$36,124	\$34,905	0.6%	4.1%
<b>Grand Total</b>	<b>\$38,393</b>	<b>\$38,287</b>	<b>\$38,006</b>	<b>0.3%</b>	<b>1.0%</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*®, 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](https://www.kbb.com), including its famous Blue Book® Trade-In Values and Kelley Blue Book® 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® 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®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, 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](https://www.coxautoinc.com)

SOURCE Kelley Blue Book

For further information: Brenna Buehler, 949-473-6595, [brenna.buehler@coxautoinc.com](mailto:brenna.buehler@coxautoinc.com), Nichole Mrasek, 678-429-7627, [nichole.mrasek@coxautoinc.com](mailto:nichole.mrasek@coxautoinc.com)

---

<https://mediaroom.kbb.com/2019-12-03-Average-New-Vehicle-Prices-Up-Only-1-Year-Over-Year-on-Growing-Discounts-and-Incentives-According-to-Kelley-Blue-Book>