

Average New-Vehicle Prices Up Nearly 3% Year-Over-Year in February 2020, According to Kelley Blue Book

With truck prices flat, this year may be a good time to find a deal on a new pickup

IRVINE, Calif., March 3, 2020 /PRNewswire/ -- The valuation analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$37,876 in February 2020. [New-vehicle prices](#) increased \$975 (up 2.6%) from February 2019, while falling \$126 (down 0.3%) from last month.

"Many of the major manufacturers increased prices by more than 4% by capitalizing on the shift toward SUVs. However, trucks, especially full-size trucks, are exhibiting weakness," said Tim Fleming, analyst for Kelley Blue Book. "After prices climbed 3% in 2018 and 4% in 2019, truck prices are only flat through February 2020. With the GM and Ram trucks in their second year of production and Ford about to sell-down the current F-150 for its upcoming redesign, this year may be a good time to find a deal on a new truck."



Kelley Blue Book

Manufacturer	February 2020 Transaction Price (Avg.)*	January 2020 Transaction Price (Avg.)*	February 2019 Transaction Price (Avg.)*	Percent Change January 2020 to February 2020*	Percent Change February 2019 to February 2020*
American Honda (Acura, Honda)	\$29,049	\$28,789	\$29,343	0.9%	-1.0%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,458	\$40,976	\$38,828	-1.3%	4.2%
Ford Motor Company (Ford, Lincoln)	\$43,806	\$44,327	\$42,037	-1.2%	4.2%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$40,913	\$40,644	\$40,871	0.7%	0.1%
Hyundai Kia	\$28,222	\$28,058	\$25,607	0.6%	10.2%
Nissan North America (Nissan, INFINITI)	\$30,913	\$31,459	\$29,562	-1.7%	4.6%
Subaru	\$30,981	\$30,874	\$30,004	0.3%	3.3%
Toyota Motor Company (Lexus, Toyota)	\$34,140	\$33,920	\$32,793	0.6%	4.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$43,541	\$43,496	\$44,574	0.1%	-2.3%
Industry	\$37,876	\$38,002	\$36,901	-0.3%	2.6%

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

Once again, Hyundai and Kia led the way in year-over-year growth, with Hyundai rising 12% and Kia up 9%. Nearly every model from Hyundai saw

gains, but none was higher than the redesigned Sonata which climbed 13%. Kia's largest gain came from the Niro, whose electric model with 239 miles of range helped push the model's average price up 9%. The Kia Telluride, which is now facing year-over-year comparisons for the first time, climbed 6%.

Nissan North America posted a strong increase of 4.6% in February 2020, as the Nissan brand rose 5%, while Infiniti fell 1%. Recent updates to Nissan's car portfolio helped several models this past month. The redesigned Versa saw the biggest increase at 16%, while the 215-mile LEAF Plus helped the LEAF average grow by 12%. Also, the new Sentra is reaching dealerships and prices should climb in the months to come. Infiniti was challenged by the QX50 (down 9%) and the QX60 (down 4%), but a lesser sales mix of sedans helped their brand's average.

"At a segment level, we saw strength in SUVs in February, with compact SUVs up 2.4% and midsize SUVs up 3.4%," said Fleming. "Two models drove the compact SUV segment up – the redesigned Ford Escape (up 7%) and the Toyota RAV4 (up 5%, thanks to its hybrid model)."

Two redesigns topped the list of midsize SUVs – the Ford Explorer jumped 10% and the Subaru Outback was up 6%. Overall, the average car price was flat year-over-year, while SUV prices rose more than 2 percent.

Segment	February 2020 Transaction Price (Avg.)*	January 2020 Transaction Price (Avg.)*	February 2019 Transaction Price (Avg.)*	Percent Change January 2020 to February 2020*	Percent Change February 2019 to February 2020*
Compact Car	\$21,054	\$21,055	\$20,443	0.0%	3.0%
Compact SUV/Crossover	\$29,997	\$29,835	\$29,293	0.5%	2.4%
Electric Vehicle	\$40,850	\$43,258	\$41,007	-5.6%	-0.4%
Entry-level Luxury Car	\$42,114	\$42,155	\$43,150	-0.1%	-2.4%
Full-size Car	\$35,440	\$35,391	\$35,307	0.1%	0.4%
Full-size Pickup Truck	\$49,672	\$49,913	\$49,951	-0.5%	-0.6%
Full-size SUV/Crossover	\$62,869	\$62,893	\$63,025	0.0%	-0.2%
High Performance Car	\$118,720	\$118,024	\$115,587	0.6%	2.7%
High-end Luxury Car	\$102,070	\$98,938	\$98,700	3.2%	3.4%
Hybrid/Alternative Energy Car	\$27,664	\$27,495	\$27,857	0.6%	-0.7%
Luxury Car	\$58,366	\$60,433	\$60,048	-3.4%	-2.8%
Luxury Compact SUV/Crossover	\$46,759	\$46,778	\$46,812	0.0%	-0.1%
Luxury Full-size SUV/Crossover	\$88,473	\$88,044	\$87,726	0.5%	0.9%
Luxury Midsize SUV/Crossover	\$59,033	\$58,929	\$58,599	0.2%	0.7%
Luxury Subcompact SUV/Crossover	\$39,086	\$38,724	\$39,517	0.9%	-1.1%
Midsize Car	\$26,251	\$26,138	\$25,899	0.4%	1.4%
Midsize Pickup Truck	\$35,222	\$35,513	\$33,726	-0.8%	4.4%
Midsize SUV/Crossover	\$39,921	\$39,754	\$38,614	0.4%	3.4%
Minivan	\$35,660	\$35,679	\$34,790	-0.1%	2.5%
Sports Car	\$35,278	\$35,392	\$34,938	-0.3%	1.0%
Subcompact Car	\$16,830	\$16,626	\$16,408	1.2%	2.6%
Subcompact SUV/Crossover	\$24,897	\$24,931	\$24,469	-0.1%	1.7%
Van	\$36,013	\$35,444	\$35,040	1.6%	2.8%

Grand Total	\$37,876	\$38,002	\$36,901	-0.3%	2.6%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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