

Average New-Vehicle Prices Continue to Surpass \$40,000, Up More Than 5% in January 2021, According to Kelley Blue Book

FCA/Stellantis Reports Largest Year-over-Year Gains of All Manufacturers

IRVINE, Calif., Feb. 15, 2021 /PRNewswire/ -- The valuation analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$40,857 in January 2021. [New-vehicle prices](#) increased \$2,110 (up 5.45%) from January 2020, while falling \$295 (down 0.72%) from last month.

As we have seen the last few years, we expect transaction prices to continue to grow.

"January 2021 prices are coming off a historical fourth quarter, with average transaction prices reaching more than \$40,000 for the first time at the end of 2020," said Kayla Reynolds, industry



Kelley Blue Book

intelligence analyst at Cox Automotive. "As we have seen the last few years, we expect transaction prices to continue to grow. While many manufacturers saw year-over-year growth, FCA/Stellantis had the largest increase at nearly 10%."

Manufacturer	January 2021 Transaction Price (Avg.)*	December 2020 Transaction Price (Avg.)*	January 2020 Transaction Price (Avg.)*	Percent Change December 2020 to January 2021*	Percent Change January 2020 to January 2021*
American Honda (Acura, Honda)	\$30,874	\$30,821	\$28,935	0.17%	6.70%
BMW Group	\$58,505	\$59,565	\$58,116	-1.78%	0.67%
Daimler	\$65,754	\$63,401	\$62,026	3.71%	6.01%
FCA/Stellantis (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$45,246	\$44,877	\$41,143	0.82%	9.97%
Ford Motor Company (Ford, Lincoln)	\$46,070	\$45,551	\$44,026	1.14%	4.64%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$44,204	\$44,709	\$41,324	-1.13%	6.97%
Hyundai Kia	\$30,842	\$30,734	\$28,882	0.35%	6.79%
Mazda	\$30,411	\$30,231	\$30,067	0.60%	1.14%
Mitsubishi	\$22,841	\$22,710	\$24,840	0.58%	-8.05%
Nissan North America (Nissan, INFINITI)	\$30,758	\$30,973	\$32,240	-0.69%	-4.60%
Subaru	\$31,954	\$31,910	\$31,078	0.14%	2.82%
Tesla Motors	\$53,132	\$53,502	\$56,197	-0.69%	-5.45%
Toyota Motor Company (Lexus, Toyota)	\$36,553	\$37,160	\$34,153	-1.63%	7.03%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$48,612	\$46,916	\$44,749	3.61%	8.63%
Volvo North America	\$49,542	\$50,784	\$48,039	-2.45%	3.13%
Industry	\$40,857	\$41,152	\$38,747	-0.72%	5.45%

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

Fiat was the greatest contributor to FCA/Stellantis' success, up 25% year-over-year. The brand recently discontinued its lowest priced model, Fiat 500, increasing average transaction prices from this time last year. Alternatively, Mitsubishi had the largest year-over-year drop, down 8%. The brand's two highest priced models, Eclipse Cross and Outlander, saw significant year-over-year declines in sales.

At the segment level, Minivans reported the largest year-over-year growth, up 12%, while the Luxury Car category followed closely behind with a more than 11% year-over-year average transaction price increase. Among Minivans, Toyota Sienna and Chrysler Pacifica were the largest drivers for price increases. Additionally, Luxury Cars benefited from many discontinued lower-priced models, such as the BMW 6 Series, INFINITI Q70, and Cadillac CT6.

Segment	January 2021 Transaction Price (Avg.)*	December 2020 Transaction Price (Avg.)*	January 2020 Transaction Price (Avg.)*	Percent Change December 2020 to January 2021*	Percent Change January 2020 to January 2021*
Compact Car	\$22,394	\$22,149	\$21,868	1.11%	2.41%
Compact SUV/Crossover	\$30,557	\$30,211	\$29,951	1.15%	2.02%
Electric Vehicle	\$53,701	\$53,373	\$54,669	0.61%	-1.77%
Entry-level Luxury Car	\$47,125	\$46,294	\$43,691	1.80%	7.86%
Full-size Car	\$40,046	\$38,896	\$36,905	2.96%	8.51%
Full-size Pickup Truck	\$52,789	\$52,033	\$50,038	1.45%	5.50%
Full-size SUV/Crossover	\$68,704	\$68,373	\$62,520	0.48%	9.89%
High Performance Car	\$104,929	\$101,898	\$125,862	2.97%	-16.63%
High-end Luxury Car	\$102,057	\$101,316	\$104,726	0.73%	-2.55%
Hybrid/Alternative Energy Car	\$29,291	\$29,393	\$28,304	-0.35%	3.49%
Luxury Car	\$71,761	\$69,055	\$64,216	3.92%	11.75%

Luxury Compact SUV/Crossover	\$57,919	\$55,524	\$59,040	0.88%	9.30%
Luxury Mid-size SUV/Crossover	\$65,417	\$63,987	\$60,945	2.23%	7.34%
Luxury Subcompact SUV/Crossover	\$40,420	\$40,055	\$38,732	0.91%	4.36%
Mid-size Car	\$27,714	\$27,526	\$26,658	0.68%	3.96%
Mid-size Pickup Truck	\$37,678	\$37,422	\$36,051	0.68%	4.51%
Mid-size SUV/Crossover	\$41,693	\$41,519	\$39,837	0.42%	4.66%
Minivan	\$40,677	\$40,076	\$36,239	1.50%	12.25%
Sports Car	\$43,127	\$42,837	\$39,762	0.68%	8.46%
Subcompact Car	\$18,783	\$18,861	\$18,182	-0.41%	3.31%
Subcompact SUV/Crossover	\$26,368	\$25,827	\$24,927	2.09%	5.78%
Van	\$43,534	\$43,071	\$40,920	1.07%	6.39%
Industry	\$40,857	\$41,152	\$38,747	-0.72%	5.45%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on LinkedIn at <https://www.linkedin.com/company/kelley-blue-book/>, Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb and follow us on Instagram at https://www.instagram.com/kbb_com/ (or @kbb_com).

About Kelley Blue Book (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, 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 BookSM 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 vehicles easier for everyone. The global company's more than 27,000 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 annual revenues of nearly \$20 billion. www.coxautoinc.com

SOURCE Kelley Blue Book

For further information: Brenna Buehler, 949-473-6595, brenna.buehler@coxautoinc.com

<https://mediaroom.kbb.com/2021-02-15-Average-New-Vehicle-Prices-Continue-to-Surpass-40-000-Up-More-Than-5-in-January-2021-According-to-Kelley-Blue-Book>