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 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	$47,971	$47,570	$47,135	0.84%	1.77%
Luxury Full-size SUV/Crossover	$97,319	$95,524	$89,040	1.88%	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%**
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