

Average New-Vehicle Prices Jump More Than 6% Year-Over-Year; Most Luxury Segments Decline, According to Kelley Blue Book

Discontinued Lower Price Models Contribute to Stellantis' Transaction Price Strength

IRVINE, Calif., March 11, 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 \$41,066 in February 2021. [New-vehicle prices](#) increased \$2,515 (up 6.52%) from February 2020, while falling \$31 (down 0.08%) from January 2021.

"February's average transaction price performance year-over-year has continued to climb," said Kayla Reynolds, industry intelligence analyst at Cox Automotive. "On the other hand, month-over-month performance showcases the impact of the luxury and non-luxury mix in the market—with more than half of the luxury vehicle segments reporting drops in transaction prices from January 2021."



Manufacturer	February 2021 Transaction Price (Avg.)*	January 2021 Transaction Price (Avg.)*	February 2020 Transaction Price (Avg.)*	Percent Change January 2021 to February 2021*	Percent Change February 2020 to February 2021*
American Honda (Acura, Honda)	\$31,766	\$30,824	\$29,161	3.06%	8.93%
BMW Group	\$59,343	\$58,439	\$57,690	1.55%	2.86%
Daimler	\$63,842	\$65,803	\$62,918	-2.98%	1.47%
Stellantis (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, Ram)	\$45,653	\$45,285	\$40,662	0.81%	12.27%
Ford Motor Company (Ford, Lincoln)	\$49,155	\$47,883	\$44,880	2.66%	9.52%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$44,891	\$44,277	\$41,935	1.39%	7.05%
Hyundai Kia	\$30,759	\$30,868	\$28,781	-0.36%	6.87%
Mazda	\$30,445	\$30,389	\$29,784	0.19%	2.22%
Mitsubishi	\$22,964	\$22,855	\$24,605	0.47%	-6.67%
Nissan North America (Nissan, INFINITI)	\$30,806	\$30,783	\$31,801	0.07%	-3.13%
Subaru	\$31,995	\$31,878	\$31,176	0.37%	2.63%
Tesla Motors	\$57,347	\$53,119	\$57,444	7.96%	-0.17%
Toyota Motor Company (Lexus, Toyota)	\$36,217	\$36,525	\$34,221	-0.84%	5.83%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$46,583	\$48,559	\$42,585	-4.07%	9.39%
Volvo North America	\$49,636	\$49,515	\$47,924	0.25%	3.57%
Industry	\$41,066	\$41,097	\$38,550	-0.08%	6.52%

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

Most manufacturers saw year-over-year growth in February 2021; however, Stellantis reported the greatest increase, up 12.27%, while Mitsubishi saw the biggest decline, down 6.67%.

Driving Stellantis' success, were Dodge, Fiat, and Ram, all of which were in the top five for year-over-year brand transaction price increases. The Dodge Durango saw an increase in sales year-over-year, and also benefitted from being the highest priced vehicle in the brand's lineup. Dodge also discontinued the Dodge Caravan in 2020, which was one of its lower-priced models. Additionally, despite a dip in sales from last year, Ram's pickup saw more than 10% growth in its average transaction price.

For the second month in a row, Mitsubishi's two highest priced models—the Eclipse Cross and Outlander—saw year-over-year drops in sales, bringing the average transaction price for the brand down nearly 7%.

The month-over-month view shows Tesla with the most growth at nearly 8%, while Volkswagen decreased most, down 4.07%. Tesla's lowest priced model, Model 3, reported a subtle drop in sales, while its highest priced model, Model X, more than doubled in sales from the previous month—pushing transaction prices up for the brand.

At a segment level, minivans experienced the largest year-over-year growth, up 14.9%, with the luxury car segment following closely behind with more than 14% growth year-over-year in average transaction prices. High performance cars saw the largest drop in average transaction price in February at 6.17%.

Segment	February 2021 Transaction Price (Avg.)*	January 2021 Transaction Price (Avg.)*	February 2020 Transaction Price (Avg.)*	Percent Change January 2021 to February 2021*	Percent Change February 2020 to February 2021*

Compact SUV/Crossover	\$30,682	\$30,368	\$30,898	-0.45%	7.94%
Electric Vehicle	\$56,758	\$53,675	\$56,326	5.74%	0.77%
Entry-level Luxury Car	\$46,597	\$47,030	\$43,649	-0.92%	6.75%
Full-size Car	\$39,524	\$40,101	\$37,337	-1.44%	5.86%
Full-size Pickup Truck	\$55,295	\$54,491	\$51,296	1.48%	7.80%
Full-size SUV/Crossover	\$68,461	\$68,681	\$62,643	-0.32%	9.29%
High Performance Car	\$104,297	\$104,908	\$111,156	-0.58%	-6.17%
High-end Luxury Car	\$101,699	\$102,249	\$103,911	-0.54%	-2.13%
Hybrid/Alternative Energy Car	\$29,349	\$29,332	\$28,597	0.06%	2.63%
Luxury Car	\$73,312	\$71,717	\$64,133	2.22%	14.31%
Luxury Compact SUV/Crossover	\$47,975	\$47,932	\$47,095	0.09%	1.87%
Luxury Full-size SUV/Crossover	\$96,878	\$97,488	\$88,637	-0.63%	9.30%
Luxury Mid-size SUV/Crossover	\$63,300	\$65,352	\$61,092	-3.14%	3.61%
Luxury Subcompact SUV/Crossover	\$40,029	\$40,377	\$39,278	-0.86%	1.91%
Mid-size Car	\$28,165	\$27,688	\$26,681	1.72%	5.56%
Mid-size Pickup Truck	\$37,995	\$37,702	\$36,504	0.78%	4.08%
Mid-size SUV/Crossover	\$41,965	\$41,689	\$39,931	0.66%	5.09%
Minivan	\$41,163	\$40,766	\$35,824	0.97%	14.90%
Sports Car	\$41,648	\$43,219	\$38,628	-3.64%	7.82%
Subcompact Car	\$18,299	\$18,758	\$18,897	-2.45%	-3.16%
Subcompact SUV/Crossover	\$26,132	\$26,368	\$24,996	-0.90%	4.54%
Van	\$43,714	\$43,313	\$41,374	0.93%	5.66%
Industry	\$41,066	\$41,097	\$38,550	-0.08%	6.52%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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