New-Car Transaction Prices Climb Nearly 3 Percent Year-Over-Year In July 2016, Set Record For The Month, According To Kelley Blue Book

Toyota Motor Company Transaction Pricing Strengthens on Tacoma, RAV4 and Lexus RX; Nissan Only Automaker Down From Last Year

IRVINE, Calif., Aug. 2, 2016 /PRNewswire/ -- The analysts at Kelley Blue Bookwww.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price (ATP) for light vehicles in the United States was $34,264 in July 2016. New-car prices have increased by $832 (up 2.5 percent) from July 2015, while rising $82 (up 0.2 percent) from last month.

"Low interest rates, longer loan terms and increased leasing are helping consumers afford their monthly payments, which would be upwards of $550 per month on a traditional 60-month term," saidTim Fleming, analyst for Kelley Blue Book. "As the price gap to late-model used cars increases, more shoppers may turn to the pre-owned market for their next vehicle, which could mark a big departure from the new-car sales growth the industry has seen during the past five years."

Manufacturer	July 2016 Transaction Price (Avg.)*	June 2016 Transaction Price (Avg.)*	July 2015 Transaction Price (Avg.)*	Percent Change June 2016 to July 2016*	Percent Change July 2015 to July 2016*
American Honda (Acura, Honda)	$27,214	$27,206	$26,898	0.0%	1.2%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	$35,153	$34,912	$33,860	0.7%	3.8%
Ford Motor Company (Ford, Lincoln)	$39,057	$39,100	$38,224	-0.1%	2.2%
General Motors (Buick, Cadillac, Chevrolet, GMC)	$39,104	$38,410	$37,866	1.8%	3.3%
Hyundai-Kia	$24,990	$25,098	$24,651	-0.4%	1.4%
Nissan North America (Nissan, Infiniti)	$27,216	$27,223	$27,388	0.0%	-0.6%
Subaru	$27,774	$28,012	$27,286	-0.8%	1.8%
Toyota Motor Company (Lexus, Scion, Toyota)	$31,104	$31,184	$30,435	-0.3%	2.2%
Volkswagen Group (Audi, Volkswagen, Porsche)	$39,723	$40,249	$39,348	-1.3%	1.0%
Industry	**$34,264**	**$34,182**	**$33,432**	**0.2%**	**2.5%**
**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*					

While the domestic automakers continue their upward climb in average transaction prices,Toyota also reported a more than 2 percent increase year-over-year. The Toyota brand rose 3 percent with the Tacoma leading the way on a 12 percent improvement in transaction prices. The refreshed RAV4 also was up at 7 percent, while Lexus gained 2 percent from this time last year with help from the RX transaction prices increasing 6 percent to $49,890.

The only automaker down year-over-year isNissan North America, which fell nearly 1 percent, though the Infiniti brand rose 4 percent on a higher mix of SUV sales. A bright spot for Nissan is the Titan XD pickup, which helped push the model's average prices up 34 percent, but remains a low volume player as less than 1 percent of Nissan sales.

Segment	July 2016 Transaction Price (Avg.)*	June 2016 Transaction Price (Avg.)*	July 2015 Transaction Price (Avg.)*	Percent Change June 2016 to July 2016*	Percent Change July 2015 to July 2016*
Compact Car	$20,454	$20,424	$20,213	0.1%	1.2%
Compact SUV/Crossover	$27,717	$27,620	$26,935	0.3%	2.9%

Electric Vehicle	$41,374	$40,611	$43,099	1.9%	-4.0%
Entry-level Luxury Car	$41,064	$40,971	$40,486	0.2%	1.4%
Full-size Car	$34,447	$34,613	$33,961	-0.5%	1.4%
Full-size Pickup Truck	$47,181	$47,012	$45,545	0.4%	3.6%
Full-Size SUV/Crossover	$58,833	$59,080	$59,203	-0.4%	-0.6%
High Performance Car	$95,466	$95,425	$91,671	0.0%	4.1%
High-end Luxury Car	$92,502	$93,589	$86,422	-1.2%	7.0%
Hybrid/Alternative Energy Car	$26,102	$26,389	$25,238	-1.1%	3.4%
Luxury Car	$56,813	$57,040	$56,433	-0.4%	0.7%
Luxury Compact SUV/Crossover	$41,625	$41,604	$41,052	0.1%	1.4%
Luxury Full-size SUV/Crossover	$83,485	$83,038	$83,666	0.5%	-0.2%
Luxury Mid-size SUV/Crossover	$54,749	$54,891	$52,600	-0.3%	4.1%
Mid-size Car	$24,997	$25,051	$24,827	-0.2%	0.7%
Mid-size Pickup Truck	$32,154	$32,341	$30,036	-0.6%	7.1%
Mid-size SUV/Crossover	$36,834	$36,536	$36,746	0.8%	0.2%
Minivan	$33,034	$32,872	$32,284	0.5%	2.3%
Sports Car	$30,291	$30,732	$28,241	-1.4%	7.3%
Subcompact Car	$15,292	$15,379	$15,080	-0.6%	1.4%
Subcompact SUV/Crossover	$24,692	$24,762	$24,580	-0.3%	0.5%
Van	$34,625	$34,910	$32,216	-0.8%	7.5%
Grand Total	**$34,264**	**$34,182**	**$33,432**	**0.2%**	**2.5%**
**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*					

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