

New-Car Transaction Prices Continue To Climb, Up Nearly 3 Percent In July 2015, According To Kelley Blue Book

Nissan North America Reports Greatest Strength Among Major Automakers; Minivan Segment Increases More Than 8 Percent

IRVINE, Calif., Aug. 3, 2015 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the only 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 \$33,453 in July 2015. [New-car prices](#) have increased by \$856 (up 2.6 percent) from July 2014, while remaining flat from last month.

"Transaction prices continue to climb across the industry, with some notable gains from small and medium volume brands like Fiat, Kia, Mazda and Subaru," said Karl Brauer, senior analyst for Kelley Blue Book.

"However, Nissan reports the largest average transaction price increase among the large manufacturers with prices up nearly 6 percent, driven primarily by its Maxima, Murano, Rogue and Sentra models."



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Manufacturer	July 2015 Transaction Price (Avg.)*	June 2015 Transaction Price (Avg.)*	July 2014 Transaction Price (Avg.)*	Percent Change June 2015 to July 2015*	Percent Change July 2014 to July 2015*
American Honda (Acura, Honda)	\$27,574	\$27,508	\$26,825	0.2%	2.8%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$34,237	\$34,021	\$33,447	0.6%	2.4%
Ford Motor Company (Ford, Lincoln)	\$35,776	\$35,550	\$34,741	0.6%	3.0%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$37,428	\$37,130	\$37,499	0.8%	-0.2%
Hyundai-Kia	\$25,067	\$25,049	\$24,083	0.1%	4.1%
Nissan North America (Nissan, Infiniti)	\$28,275	\$28,487	\$26,811	-0.7%	5.5%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,453	\$30,572	\$30,064	-0.4%	1.3%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$39,526	\$39,955	\$38,869	-1.1%	1.7%
Industry	\$33,453	\$33,460	\$32,597	0.0%	2.6%

*Kelley Blue Book Average Transaction Prices do not include applied consumer incentives

[Hyundai-Kia](#) continues to see transaction price growth, especially as the market embraces Kia's all-new [2015 Sedona minivan](#), which is up nearly 20 percent from last year. In the same [minivan](#) segment, pricing for [Dodge Grand Caravan](#), the new [RAM ProMaster](#) and [Toyota Sienna](#) has helped increase the category by 8.5 percent in July, the largest gain of any segment.

"Full-size trucks continue to have another big month, growing nearly 5 percent and achieving a \$45,735 average transaction price," said Brauer. "The volume and profit these vehicles are delivering can't be overstated, and both figures could go even higher when Ford fully leverages the new F-150's production capacity in the coming months."

Segment	July 2015 Transaction Price (Avg.)*	June 2015 Transaction Price (Avg.)*	July 2014 Transaction Price (Avg.)*	Percent Change June 2015 to July 2015*	Percent Change July 2014 to July 2015*
Compact Car	\$20,617	\$20,628	\$20,306	-0.1%	1.5%
Compact SUV/Crossover	\$27,270	\$27,218	\$26,685	0.2%	2.2%
Electric Vehicle	\$34,430	\$34,131	\$35,217	0.9%	-2.2%
Entry-level Luxury Car	\$40,804	\$41,193	\$40,284	-0.9%	1.3%
Full-size Car	\$34,493	\$34,336	\$33,531	0.5%	2.9%
Full-size Pickup Truck	\$45,735	\$45,660	\$43,636	0.2%	4.8%
Full-size SUV/Crossover	\$46,410	\$45,683	\$46,347	1.6%	0.1%
High Performance Car	\$91,904	\$91,937	\$88,546	0.0%	3.8%
High-end Luxury Car	\$90,537	\$90,552	\$92,960	0.0%	-2.6%
Hybrid/Alternative Energy Car	\$25,503	\$25,496	\$25,923	0.0%	-1.6%
Luxury Car	\$56,443	\$56,066	\$56,223	0.7%	0.4%
Luxury Compact SUV/Crossover	\$42,201	\$42,005	\$42,105	0.5%	0.2%
Luxury Full-size SUV/Crossover	\$68,446	\$68,269	\$67,002	0.3%	2.2%
Luxury Mid-size SUV/Crossover	\$56,671	\$57,518	\$54,254	-1.5%	4.5%
Mid-size Car	\$25,328	\$25,500	\$24,810	-0.7%	2.1%
Mid-size Pickup Truck	\$29,477	\$29,352	\$28,462	0.4%	3.6%
Mid-size SUV/Crossover	\$34,053	\$34,044	\$32,815	0.0%	3.8%
Minivan/Van	\$33,732	\$33,234	\$31,088	1.5%	8.5%
Sports Car	\$30,941	\$30,880	\$30,784	0.2%	0.5%
Subcompact Car	\$17,957	\$18,169	\$17,222	-1.2%	4.3%
Industry	\$33,453	\$33,460	\$32,597	0.0%	2.6%

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