

New-Car Transaction Prices Increase More Than 2 Percent On Sales Mix Skewed Toward Utility Vehicles, Away From Cars, According To Kelley Blue Book

Despite Slowing Sales, Boom in Utility Vehicles Boosts Profits for Many Automakers; Ford Transaction Prices Make Significant Gains on Strong F-Series Sales

IRVINE, Calif., March 1, 2017 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today reported the estimated average transaction price (ATP) for light vehicles in the United States was \$34,352 in February 2017. [New-car prices](#) have increased by \$757 (up 2.3 percent) from February 2016, while falling \$328 (down 0.9 percent) from last month.

"New-car transaction prices continued to rise in February, climbing more than 2 percent year-over-year," said Tim Fleming, analyst for Kelley Blue Book.

"Once again, prices are up due to the mix of sales skewing more toward SUVs and away from cars, as keeping the sales mix of SUVs-to-cars steady from last February would have resulted in flat transaction prices. Even though sales now appear to be slowing down in the industry, the boom in utility vehicles is managing to boost profits for many automakers."



Kelley Blue Book

Manufacturer	February 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	February 2016 Transaction Price (Avg.)*	Percent Change January 2017 to February 2017*	Percent Change February 2016 to February 2017*
American Honda (Acura, Honda)	\$27,867	\$27,756	\$27,465	0.4%	1.5%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$35,344	\$35,807	\$34,603	-1.3%	2.1%
Ford Motor Company (Ford, Lincoln)	\$38,601	\$39,123	\$36,573	-1.3%	5.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$38,188	\$38,643	\$38,072	-1.2%	0.3%
Hyundai-Kia	\$24,632	\$24,591	\$24,743	0.2%	-0.4%
Nissan North America (Nissan, Infiniti)	\$28,715	\$29,214	\$27,465	-1.7%	4.6%
Subaru	\$28,617	\$28,454	\$27,915	0.6%	2.5%
Toyota Motor Company (Lexus, Scion, Toyota)	\$31,449	\$31,577	\$30,931	-0.4%	1.7%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,760	\$40,281	\$38,110	-3.8%	1.7%
Industry	\$34,352	\$34,680	\$33,595	-0.9%	2.3%

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

The greatest year-over-year gains are reported by Ford Motor Company, with average transaction prices up nearly 6 percent on strong F-Series sales. The refreshed Fusion, with a new 325-horsepower Sport trim, had the best month for Ford, up 6 percent year-over-year. The Lincoln brand was up 1 percent, once again benefitting from the new Continental sedan, which is transacting around \$55,000.

On the other hand, Hyundai-Kia transaction prices were flat for February 2017, as the Hyundai brand fell 6 percent, offset by the Kia brand rising 2 percent. The drop at Hyundai comes from the spinoff of the Genesis brand, in addition to the Sonata falling 3 percent. The gains at Kia are the result of the redesigned Sportage, which was up 11 percent year-over-year.

Segment	February 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	February 2016 Transaction Price (Avg.)*	Percent Change January 2017 to February 2017*	Percent Change February 2016 to February 2017*
Compact Car	\$20,600	\$20,612	\$20,066	-0.1%	2.7%
Compact SUV/Crossover	\$28,297	\$28,238	\$27,812	0.2%	1.7%
Electric Vehicle	\$34,026	\$34,179	\$38,339	-0.4%	-11.3%
Entry-level Luxury Car	\$41,443	\$41,685	\$40,094	-0.6%	3.4%
Full-size Car	\$34,128	\$34,088	\$34,096	0.1%	0.1%
Full-size Pickup Truck	\$45,478	\$46,573	\$46,275	-2.4%	-1.7%
Full-Size SUV/Crossover	\$60,371	\$60,697	\$60,181	-0.5%	0.3%
High Performance Car	\$103,044	\$107,193	\$95,037	-3.9%	8.4%
High-end Luxury Car	\$98,147	\$96,980	\$94,991	1.2%	3.3%
Hybrid/Alternative Energy Car	\$24,764	\$25,039	\$25,985	-1.1%	-4.7%
Luxury Car	\$55,396	\$56,124	\$56,049	-1.3%	-1.2%
Luxury Compact SUV/Crossover	\$41,026	\$41,643	\$40,831	-1.5%	0.5%
Luxury Full-size SUV/Crossover	\$83,304	\$83,258	\$83,966	0.1%	-0.8%
Luxury Mid-size SUV/Crossover	\$55,197	\$55,367	\$54,886	-0.3%	0.6%
Mid-size Car	\$25,085	\$25,136	\$25,061	-0.2%	0.1%
Mid-size Pickup Truck	\$32,252	\$32,308	\$31,576	-0.2%	2.1%
Mid-size SUV/Crossover	\$37,250	\$37,143	\$37,417	0.3%	-0.4%
Minivan	\$32,854	\$32,761	\$32,151	0.3%	2.2%
Sports Car	\$30,622	\$30,328	\$30,993	1.0%	-1.2%
Subcompact Car	\$16,425	\$16,453	\$16,286	-0.2%	0.9%
Subcompact SUV/Crossover	\$24,477	\$24,600	\$24,634	-0.5%	-0.6%

Year	\$34,519	\$35,205	\$34,125	-2.1%	1.3%
Grand Total	\$34,352	\$34,680	\$33,595	-0.9%	2.3%

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

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to schedule an interview.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.

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 the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. 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's KBB.com ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

SOURCE Kelley Blue Book

For further information: Andrew Nicolai, 949-293-5241, andrew.nicolai@coxautoinc.com; or Brenna Buehler, 949-267-4781, brenna.buehler@kbb.com; or Michelle Behar, 949-268-4259, michelle.behar@kbb.com

Additional assets available online: [Photos \(1\)](#)

<https://mediaroom.kbb.com/new-car-transaction-prices-increase-more-than-2-percent-sales-mix-skewed-toward-utility-vehicles-away-from-cars>