

# New-Car Transaction Prices Rise Nearly 3 Percent in January 2016, According to Kelley Blue Book

**Truck and SUV Strength Power Average Transaction Price Growth; Volkswagen Group Pricing Takes Hit in January**

IRVINE, Calif., Feb. 2, 2016 /PRNewswire/ -- The analysts at Kelley Blue Book [www.kbb.com](http://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 \$34,112 in January 2016. [New-car prices](#) have increased by \$919 (up 2.8 percent) from January 2015, while declining \$553 (down 1.6 percent) from last month.

"Growing transaction prices reflect growing consumer preference in trucks and SUVs," said Tim Fleming, analyst for Kelley Blue Book.

"Consideration in these segments also is helped by the country's lowest gas prices since 2009, a trend which is expected to last through year-end. Meanwhile, transaction prices for full-size trucks increased 5.9 percent and 7.9 percent for mid-size trucks."



Manufacturer	January 2016 Transaction Price (Avg.)*	December 2015 Transaction Price (Avg.)*	January 2015 Transaction Price (Avg.)*	Percent Change December 2015 to January 2016*	Percent Change January 2015 to January 2016*
<a href="#">American Honda</a> (Acura, Honda)	\$27,759	\$27,655	\$27,486	0.4%	1.0%
<a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$34,504	\$34,501	\$33,026	0.0%	4.5%
<a href="#">Ford Motor Company</a> (Ford, Lincoln)	\$36,328	\$37,613	\$35,192	-3.4%	3.2%
<a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)	\$38,594	\$39,853	\$37,081	-3.2%	4.1%
<a href="#">Hyundai-Kia</a>	\$25,451	\$25,633	\$24,803	-0.7%	2.6%
<a href="#">Nissan North America</a> (Nissan, Infiniti)	\$27,880	\$27,863	\$27,398	0.1%	1.8%
<a href="#">Subaru</a>	\$28,092	\$28,070	\$27,562	0.1%	1.9%
<a href="#">Toyota Motor Company</a> (Lexus, Scion, Toyota)	\$31,617	\$32,077	\$30,470	-1.4%	3.8%
<a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)	\$38,901	\$37,863	\$40,740	2.7%	-4.5%
<b>Industry</b>	<b>\$34,112</b>	<b>\$34,655</b>	<b>\$33,193</b>	<b>-1.6%</b>	<b>2.8%</b>

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

Fiat Chrysler average transaction prices are up 4.5 percent on strong performances from its Dodge and RAM brands. Dodge showed improvement across all models as its transaction prices increased 6.5 percent, while RAM was up 6.1 percent on its pickup and ProMaster van. General Motors was another strong contender benefiting from its truck and SUV products, as the Chevrolet Silverado was up 3.6 percent and the GMC brand increased 7.7 percent. The Cadillac brand was down 1.9 percent, although Cadillac has been backing off incentives, unlike many other luxury brands.

Rounding out the top three performers year-over-year, Toyota Motor Company had a strong month with a 3.8 percent jump, boosted by its restyled RAV4, which was up 4.3 percent year-over-year. The Toyota Tacoma, also recently updated, rose 10 percent to \$32,830.

"Four months after the diesel emissions issue, Volkswagen Group continues to face challenges in the market, and transaction prices took a hit in January," said Fleming. "Volkswagen's most popular model, the Jetta was down 7.9 percent to \$20,900."

Segment	January 2016 Transaction Price (Avg.)*	December 2015 Transaction Price (Avg.)*	January 2015 Transaction Price (Avg.)*	Percent Change December 2015 to January 2016*	Percent Change January 2015 to January 2016*
Compact Car	\$20,106	\$19,996	\$20,131	0.6%	-0.1%
Compact SUV/Crossover	\$26,973	\$26,749	\$26,739	0.8%	0.9%
Electric Vehicle	\$38,107	\$37,611	\$38,088	1.3%	0.1%
Entry-level Luxury Car	\$40,452	\$40,269	\$41,175	0.5%	-1.8%
Full-size Car	\$34,613	\$34,325	\$33,566	0.8%	3.1%
Full-size Pickup Truck	\$46,382	\$45,952	\$43,803	0.9%	5.9%
Full-Size SUV/Crossover	\$48,738	\$48,613	\$45,838	0.3%	6.3%

High Performance Car	\$88,774	\$91,229	\$96,494	-2.7%	-8.0%
High-end Luxury Car	\$88,741	\$94,098	\$91,718	-5.7%	-3.2%
Hybrid/Alternative Energy Car	\$25,188	\$25,547	\$25,357	-1.4%	-0.7%
Luxury Car	\$56,651	\$56,239	\$56,590	0.7%	0.1%
Luxury Compact SUV/Crossover	\$41,810	\$41,736	\$42,047	0.2%	-0.6%
Luxury Full-size SUV/Crossover	\$71,076	\$70,883	\$71,291	0.3%	-0.3%
Luxury Mid-size SUV/Crossover	\$55,837	\$55,239	\$55,769	1.1%	0.1%
Mid-size Car	\$25,053	\$25,123	\$25,043	-0.3%	0.0%
Mid-size Pickup Truck	\$30,762	\$30,201	\$28,515	1.9%	7.9%
Mid-size SUV/Crossover	\$34,037	\$34,039	\$33,098	0.0%	2.8%
Minivan/Van	\$32,338	\$32,567	\$32,129	-0.7%	0.7%
Sports Car	\$31,125	\$30,830	\$30,278	1.0%	2.8%
Subcompact Car	\$18,127	\$18,376	\$17,274	-1.4%	4.9%
<b>Grand Total</b>	<b>\$34,112</b>	<b>\$34,655</b>	<b>\$33,193</b>	<b>-1.6%</b>	<b>2.8%</b>

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