

# New-Car Transaction Prices Rise More Than 1 Percent In October 2015, According To Kelley Blue Book

## Volkswagen Brand Reports Greatest Month-Over-Month Drop Amid Emissions Issue

IRVINE, Calif., Nov. 3, 2015 /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 \$34,023 in October 2015. [New-car prices](#) have increased by \$458 (up 1.4 percent) from October 2014, while climbing \$233 (up 0.7 percent) from last month.

"Transaction prices continue to rise with several segments besting the industry average in terms of growth, including full-size SUVs, high performance cars, mid-size trucks and vans," said Akshay Anand, analyst for Kelley Blue Book. "From a brand perspective, Chevrolet, Hyundai, Lincoln, Ram and Subaru report superior month-over-month and year-over-year gains. These brands had growth from different segments across their lineups, a promising sign given the increasing popularity of SUVs and trucks in the market."



| Manufacturer   | October 2015 Transaction Price (Avg.)* | September 2015 Transaction Price (Avg.)* | October 2014 Transaction Price (Avg.)* | Percent Change September 2015 to October 2015* | Percent Change October 2014 to October 2015* |
|--|--|--|--|--|--|
| <a href="#">American Honda</a> (Acura, Honda)                                | \$27,483                               | \$27,491                                 | \$27,082                               | 0.0%   | 1.5%   |
| <a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM) | \$34,821                               | \$34,414                                 | \$33,952                               | 1.2%   | 2.6%   |
| <a href="#">Ford Motor Company</a> (Ford, Lincoln)                           | \$36,940                               | \$36,848                                 | \$35,846                               | 0.3%   | 3.1%   |
| <a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)             | \$38,844                               | \$38,441                                 | \$37,728                               | 1.0%   | 3.0%   |
| <a href="#">Hyundai-Kia</a>  | \$25,733                               | \$25,645                                 | \$24,830                               | 0.3%   | 3.6%   |
| <a href="#">Nissan North America</a> (Nissan, Infiniti)                      | \$27,966                               | \$27,810                                 | \$27,617                               | 0.6%   | 1.3%   |
| <a href="#">Toyota Motor Company</a> (Lexus, Scion, Toyota)                  | \$30,616                               | \$30,349                                 | \$30,576                               | 0.9%   | 0.1%   |
| <a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)                 | \$39,110                               | \$39,761                                 | \$38,026                               | -1.6%  | 2.9%   |
| <b>Industry</b>  | <b>\$34,023</b>                        | <b>\$33,790</b>                          | <b>\$33,565</b>                        | <b>0.7%</b>                                    | <b>1.4%</b>                                  |

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

One of the few brands to dip in average transaction prices from last month (down 3.6 percent) and year-over-year (down 1.8 percent) is Volkswagen.

"In fact, Volkswagen had the largest month-over-month drop as the diesel emissions issue continues to impact the automaker," said Anand. "Six out of the eight vehicles within its lineup were down from last month, while only the Golf is up from this time last year, potentially reflecting Volkswagen's need to offer their vehicles at slightly lower prices since consumer perceptions of the brand may be impacted."

As a whole, Volkswagen Group is down 1.6 percent from September 2015, but up 2.9 percent from last year.

| Segment                        | October 2015 Transaction Price (Avg.)* | September 2015 Transaction Price (Avg.)* | October 2014 Transaction Price (Avg.)* | Percent Change September 2015 to October 2015* | Percent Change October 2014 to October 2015* |
|--------------------------------|--|--|--|--|--|
| Compact Car                    | \$20,454                               | \$20,422                                 | \$20,240                               | 0.2%   | 1.1%   |
| Compact SUV/Crossover          | \$27,391                               | \$27,276                                 | \$26,902                               | 0.4%   | 1.8%   |
| Electric Vehicle               | \$37,664                               | \$37,984                                 | \$36,009                               | -0.8%  | 4.6%   |
| Entry-level Luxury Car         | \$38,952                               | \$39,464                                 | \$40,086                               | -1.3%  | -2.8%  |
| Full-size Car                  | \$34,642                               | \$34,650                                 | \$33,180                               | 0.0%   | 4.4%   |
| Full-size Pickup Truck         | \$46,122                               | \$46,018                                 | \$43,499                               | 0.2%   | 6.0%   |
| Full-Size SUV/Crossover        | \$47,647                               | \$46,956                                 | \$46,927                               | 1.5%   | 1.5%   |
| High Performance Car           | \$93,469                               | \$91,639                                 | \$90,980                               | 2.0%   | 2.7%   |
| High-end Luxury Car            | \$90,941                               | \$93,092                                 | \$95,484                               | -2.3%  | -4.8%  |
| Hybrid/Alternative Energy Car  | \$25,038                               | \$25,352                                 | \$25,799                               | -1.2%  | -2.9%  |
| Luxury Car                     | \$55,488                               | \$55,257                                 | \$56,462                               | 0.4%   | -1.7%  |
| Luxury Compact SUV/Crossover   | \$42,218                               | \$42,515                                 | \$41,652                               | -0.7%  | 1.4%   |
| Luxury Full-size SUV/Crossover | \$68,790                               | \$69,147                                 | \$68,042                               | -0.5%  | 1.1%   |
| Luxury Mid-size SUV/Crossover  | \$54,048                               | \$54,409                                 | \$53,812                               | -0.7%  | 0.4%   |
| Mid-size Car                   | \$25,370                               | \$25,193                                 | \$25,125                               | 0.7%   | 1.0%   |
| Mid-size Pickup Truck          | \$30,050                               | \$29,578                                 | \$29,034                               | 1.6%   | 3.5%   |
| Mid-size SUV/Crossover         | \$34,215                               | \$34,040                                 | \$33,356                               | 0.5%   | 2.6%   |
| Minivan/Van                    | \$33,515                               | \$33,241                                 | \$31,709                               | 0.8%   | 5.7%   |
| Sports Car                     | \$31,230                               | \$31,128                                 | \$31,895                               | 0.3%   | -2.1%  |
| Subcompact Car                 | \$17,786                               | \$17,832                                 | \$17,635                               | -0.3%  | 0.9%   |
| <b>Industry</b>                | <b>\$34,023</b>                        | <b>\$33,790</b>                          | <b>\$33,565</b>                        | <b>0.7%</b>                                    | <b>1.4%</b>                                  |

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