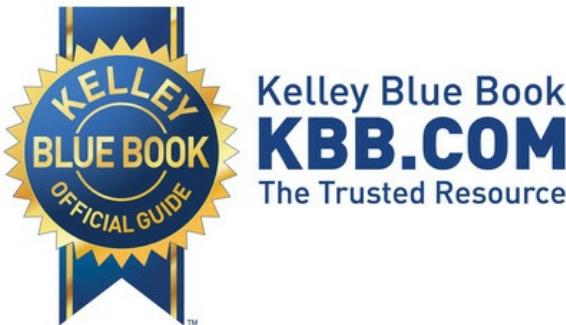


New-Car Transaction Prices Soar In January 2015, Up More Than 5 Percent, According To Kelley Blue Book

Lower Gas Prices Help Growing Truck and Utility Segments; American Automakers Benefit Most

IRVINE, Calif., Feb. 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 \$33,993 in January 2015. [New-car prices](#) have increased by \$1,694 (up 5.2 percent) from January 2014, while dropping \$570 (down 1.7 percent) from last month.



"Lower gas prices are helping with what has already been a growing market for truck and utility vehicles," said Alec Gutierrez, senior analyst for Kelley Blue Book. "In turn, these vehicles are driving increases in average transaction prices across the industry, especially among the domestic automakers."

Manufacturer	January 2015 Transaction Price (Avg.)*	December 2014 Transaction Price (Avg.)*	January 2014 Transaction Price (Avg.)*	Percent Change December 2014 to January 2015*	Percent Change January 2014 to January 2015*
American Honda (Acura, Honda)	\$27,929	\$27,656	\$27,029	1.0%	3.3%
Fiat Chrysler (Chrysler, Dodge, Fiat, Jeep, RAM)	\$33,308	\$33,664	\$32,427	-1.1%	2.7%
Ford Motor Company (Ford, Lincoln)	\$36,326	\$36,661	\$34,363	-0.9%	5.7%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$37,875	\$39,341	\$35,011	-3.7%	8.2%
Hyundai-Kia	\$25,016	\$25,189	\$24,092	-0.7%	3.8%
Nissan North America (Nissan, Infiniti)	\$28,815	\$28,542	\$27,974	1.0%	3.0%
Toyota Motor Company (Lexus, Scion, Toyota)	\$31,058	\$32,080	\$30,230	-3.2%	2.7%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$39,165	\$37,987	\$39,105	3.1%	0.2%
Industry	\$33,993	\$34,563	\$32,299	-1.7%	5.2%

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

General Motors increased significantly in its average transaction prices at 8.2 percent year-over-year, benefitting from their full lineup of SUV and truck models, along with low gas prices. General Motors' full-size SUV lineup hit the market last year at the right time, and prices for the Cadillac Escalade, Chevrolet Suburban, Chevrolet Tahoe and GMC Yukon/Yukon XL are all up more than 10 percent from this time last year.

"Another noteworthy American automaker is Ford Motor Company, up 5.7 percent, helped by several new products," said Tim Fleming, analyst for Kelley Blue Book. "The F-Series average transaction prices have increased 7.5 percent in January, even as the all-new 2015 model is still growing in availability. Another iconic Ford, the Mustang is up 12.9 percent following its recent redesign."

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 book an interview.

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About Kelley Blue Book (www.kbb.com)

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