

New-Car Transaction Prices Up Nearly 2 Percent In February 2014, According To Kelley Blue Book

Honda, Acura Show Greatest Transaction Price Gains, Nissan Drops 2 Percent on Altima Sales

IRVINE, Calif., March 3, 2014 /PRNewswire/ -- As February comes to a close, the expert analysts at Kelley Blue Book www.kbb.com, the leading provider of new and used car information, today reports the estimated average transaction price for light vehicles in the United States was \$32,160 in February 2014. [New-car prices](#) have decreased by \$64 (down 0.2 percent) from January 2014, while increasing \$587 (1.9 percent) year-over-year.



"In particular, Honda is seeing the greatest increase this month, thanks to strong numbers from its Acura brand, including the MDX, which jumped 10 percent in February," said Karl Brauer, senior analyst for Kelley Blue Book. "Chrysler also revealed higher transaction prices, up nearly 4 percent from last year, on its larger mix of Jeep products and smaller share of Dodge, with the RAM brand also driving the manufacturer's gains."

Manufacturer	February 2014 Transaction Price (Avg.)	January 2014 Transaction Price (Avg.)	February 2013 Transaction Price (Avg.)	Percent Change January 2014 to February 2014	Percent Change February 2013 to February 2014
American Honda (Acura, Honda)	\$28,318	\$27,748	\$27,246	2.1%	3.9%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$31,753	\$32,309	\$30,575	-1.7%	3.9%
Ford Motor Company (Ford, Lincoln)	\$34,388	\$34,935	\$33,581	-1.6%	2.4%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,380	\$35,444	\$34,443	-0.2%	2.7%
Hyundai-Kia	\$24,523	\$24,542	\$23,826	-0.1%	2.9%
Nissan North America (Nissan, Infiniti)	\$27,906	\$28,470	\$28,608	-2.0%	-2.5%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,778	\$30,825	\$29,863	-0.2%	3.1%
Volkswagen Group (Audi, Volkswagen)	\$34,310	\$33,940	\$33,653	1.1%	2.0%
Industry	\$32,160	\$32,224	\$31,573	-0.2%	1.9%

"Nissan continues to decline, down 2 percent from last month and nearly 3 percent year-over-year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "The brand's top-selling Altima has fallen nearly 4 percent since January 2014, and the Rogue also took a small hit in prices, down 1.3 percent month-over-month. Each of these vehicles participate in fiercely competitive segments which has kept prices in check."

The overall automotive industry is continuing its uphill climb from last year, as it closes in on the spring sale season. Moving further out of the brutal winter weather, Kelley Blue Book anticipates shoppers will return to dealership lots to drive up sales as well as transaction prices for some brands, depending on incentive spend levels.

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For further information: Chintan Talati, 949-267-4855, ctalati@kbb.com; or Joanna Pinkham, 404-568-7135, jpinkham@kbb.com; or Brenna Robinson, 949-267-4781, berobinson@kbb.com; or Natalie Kumaratne, 949-267-4770, nkumaratne@kbb.com

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