

# New-Car Transaction Prices up Nearly 1.5 Percent in March 2014, According to Kelley Blue Book

**American Honda Shows Continued Strength on Acura Brand, While Nissan Continues to Fall**

IRVINE, Calif., April 1, 2014 /PRNewswire/ -- Heading into the spring selling season, the expert 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 for light vehicles in the United States was \$31,995 in March 2014. [New-car prices](#) have increased by \$450 (up 1.4 percent) from March 2013, while decreasing \$185 (0.6 percent) from last month.

"We are seeing continued year-over-year gains in average transaction prices. The increase in prices have been enough to offset rising incentive spend and consumers have consistently shown they are willing to spend top dollar for the best models available, so the first focus for manufacturers should remain on building solid products," said Karl Brauer, senior analyst for Kelley Blue Book. "Much like last month, American Honda is particularly strong with help from Acura, which is up 5.9 percent from last year. The MDX is driving powerful sales, increasing its average transaction price and boosting the brand. Honda also is benefitting from a stronger mix of Odyssey and CR-V in the marketplace."



Manufacturer	March 2014 Transaction Price (Avg.)	February 2014 Transaction Price (Avg.)	March 2013 Transaction Price (Avg.)	Percent Change February 2014 to March 2014	Percent Change March 2013 to March 2014
American Honda (Acura, Honda)	\$28,454	\$28,364	\$27,278	0.3%	4.3%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$32,018	\$31,953	\$31,063	0.2%	3.1%
Ford Motor Company (Ford, Lincoln)	\$34,372	\$34,436	\$33,808	-0.2%	1.7%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,006	\$35,357	\$34,389	-1.0%	1.8%
Hyundai-Kia	\$24,310	\$24,394	\$23,776	-0.3%	2.2%
Nissan North America (Nissan, Infiniti)	\$27,697	\$27,876	\$28,577	-0.6%	-3.1%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,882	\$30,903	\$30,199	-0.1%	2.3%
Volkswagen Group (Audi, Volkswagen)	\$34,467	\$34,028	\$33,605	1.3%	2.6%
<b>Industry</b>	<b>\$31,995</b>	<b>\$32,180</b>	<b>\$31,545</b>	<b>-0.6%</b>	<b>1.4%</b>

"Revealing the only drop among all major automakers from this time last year, Nissan has fallen due to its best-selling Altima, which has a transaction price down 4.8 percent year-over-year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "The Rogue, which was recently redesigned, only shows a small 0.9 percent gain, while Nissan's luxury counterpart, Infiniti, is essentially flat."

Heading into spring, sales are anticipated to continue on an upward trajectory. The momentum built in March should set the market up for some big months ahead, as consumers return to market following tumultuous winter weather for most of the nation.

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