

Industry New-Car Transaction Prices Up Nearly One Percent Year-Over-Year, According To Kelley Blue Book

Chrysler Group Shows Greatest Transaction Price Gains, Volkswagen Drops More Than 7 Percent from Last Year

IRVINE, Calif., Sept. 4, 2013 [PRNewswire/](#) -- The estimated average transaction price for light vehicles in the United States was \$31,657 in August 2013, down \$138 (0.4 percent) from last month and up \$221 (0.7 percent) year-over-year, according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

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"Chrysler and Honda continue to strengthen their transaction prices from this time last year with strong redesigns among some of their popular models, including RAM 1500, Jeep Grand Cherokee and Honda Accord," said Karl Brauer, senior analyst for Kelley Blue Book. "Consumers are spending top dollar for some of the latest and greatest models, while other brands are forced to cut prices in order to move vehicles off dealership lots."

| Manufacturer | August 2013 Transaction Price (Avg.) | July 2013 Transaction Price (Avg.) | August 2012 Transaction Price (Avg.) | Percent Change July 2013 to August 2013 | Percent Change August 2012 to August 2013 |
|---|--------------------------------------|------------------------------------|--------------------------------------|---|---|
| Chrysler Group (Chrysler, Dodge, Jeep, RAM, Fiat) | \$32,447 | \$32,271 | \$31,217 | 0.8% | 3.9% |
| Ford (Ford, Lincoln) | \$34,455 | \$34,256 | \$33,954 | 0.1% | 1.5% |
| General Motors (Buick, Cadillac, Chevrolet, GMC) | \$34,527 | \$34,738 | \$34,291 | -0.5% | 0.7% |
| American Honda (Acura, Honda) | \$27,507 | \$27,689 | \$26,847 | -0.1% | 2.5% |
| Hyundai/Kia | \$23,750 | \$23,573 | \$23,392 | 0.8% | 1.5% |
| Nissan (Nissan, Infiniti) | \$28,170 | \$27,931 | \$27,981 | 1.0% | 0.7% |
| Toyota (Lexus, Scion, Toyota) | \$29,191 | \$29,010 | \$28,953 | 0.0% | 0.8% |
| Volkswagen (Audi, Volkswagen) | \$30,239 | \$31,512 | \$32,554 | -2.4% | -7.1% |
| Industry | \$31,657 | \$31,795 | \$31,436 | -0.4% | 0.7% |

"Forced to discount their aging lineup, Volkswagen has experienced significant drops in transaction prices from this time last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Jetta, Passat and Golf are among the most discounted models, and car shoppers are certainly benefitting from the brand's lack of fresh new product."

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