

New-Car Transaction Prices Up One Percent In November 2013, According To Kelley Blue Book

Toyota, Honda Show Price Gains; Electric Vehicles Prices Drop 15 Percent

IRVINE, Calif., Dec. 3, 2013 /PRNewswire/ -- New-car transaction prices saw an increase of \$946 in November 2013. The estimated average transaction price for light vehicles in the United States was \$32,769, up 3.0 percent from last month and increased by \$352 (1.1 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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"Transaction prices continue to rise as consumers look for newly introduced or redesigned models as well as crossovers and pickup trucks," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Toyota had the largest gains in transaction prices due to a 5 percent jump in the redesigned Corolla as well as double-digit gains for the all-new Lexus IS. GM continues to see prices improve with their redesigned Silverado, which is well positioned to take advantage of surging demand for pickups while Honda enjoyed solid growth from their redesigned Acura MDX, Honda Civic and Honda Odyssey."

Manufacturer	November 2013 Transaction Price (Avg.)	October 2013 Transaction Price (Avg.)	November 2012 Transaction Price (Avg.)	Percent Change October 2013 to November 2013	Percent Change November 2012 to November 2013
Honda (Acura, Honda)	\$27,858	\$27,843	\$26,664	0.1%	4.5%
Chrysler (Chrysler, Dodge, Fiat, Jeep, RAM)	\$31,948	\$32,356	\$32,295	-1.3%	-1.1%
Ford (Ford, Lincoln)	\$34,615	\$35,029	\$34,282	-1.2%	1.0%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$36,049	\$35,387	\$35,442	1.9%	1.7%
Hyundai-Kia	\$24,700	\$23,778	\$24,515	3.9%	0.8%
Nissan (Nissan, Infiniti)	\$29,310	\$28,196	\$29,214	4.0%	0.3%
Toyota (Lexus, Scion, Toyota)	\$31,284	\$30,113	\$29,827	3.9%	4.9%
Volkswagen (Audi, Volkswagen)	\$34,750	\$34,143	\$33,459	1.8%	3.9%
Industry	\$32,769	\$31,823	\$32,417	3.0%	1.1%

"Electric vehicles had the largest decrease in pricing, down 15 percent due to several price cuts during the past year," said Karl Brauer, senior analyst for Kelley Blue Book. "Chrysler Group saw a drop in pricing stemming from its high-volume Dodge brand. However, Jeep increased seven percent, largely driven by the new Grand Cherokee."

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