

New-Car Transaction Prices Down More Than One Percent In January 2014, According To Kelley Blue Book

Hyundai-Kia Show Greatest Transaction Price Gains, Volkswagen Drops More Than 5 Percent

IRVINE, Calif., Feb. 3, 2014 /PRNewswire/ -- Wrapping up the first month of the new year, experts from Kelley Blue Book www.kbb.com, the leading provider of new and used car information report the estimated average transaction price for light vehicles in the United States was \$32,391 in January 2014. New-car prices decreased \$464 (down 1.4 percent) from December 2013, while increasing \$479 (1.5 percent) year-over-year.

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

"It comes as no surprise new-car shoppers cashed in on the holiday deals available toward the end of December, particularly from higher-priced luxury brands," said Karl Brauer, senior analyst for Kelley Blue Book. "This increase in luxury sales during the holidays often creates a drop in overall transaction prices between December and January. However, if manufacturers keep inventory levels and incentive spending in check we could see transaction prices increase throughout 2014."

Manufacturer	January 2014 Transaction Price (Avg.)	December 2013 Transaction Price (Avg.)	January 2013 Transaction Price (Avg.)	Percent Change December 2013 to January 2014	Percent Change January 2013 to January 2014
American Honda (Acura, Honda)	\$27,615	\$27,571	\$27,086	0.2%	2.0%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$32,088	\$32,633	\$31,045	-1.7%	3.4%
Ford Motor Company (Ford, Lincoln)	\$34,840	\$34,364	\$33,666	1.4%	3.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$35,628	\$36,319	\$34,882	-1.9%	2.1%
Hyundai-Kia	\$24,470	\$24,038	\$24,356	1.8%	0.5%
Nissan North America (Nissan, Infiniti)	\$28,571	\$29,256	\$28,948	-2.3%	-1.3%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,869	\$32,226	\$29,881	-4.2%	3.3%
Volkswagen Group (Audi, Volkswagen)	\$33,785	\$35,664	\$33,779	-5.3%	0.0%
Industry	\$32,391	\$32,855	\$31,912	-1.4%	1.5%

"Despite a slight dip in the industry's average transaction price from December 2013, prices are still on the rise from this time last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Both Hyundai-Kia and Ford are seeing significant increases in pricing this month. Ford also should continue to climb with a whopping 16 new model introductions this year."

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. For two years running, Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year in the 2012 and 2013 Harris Poll EquiTrend® study. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

SOURCE Kelley Blue Book

For further information: Chintan Talati, 949-267-4855, ctalati@kbb.com, Brenna Robinson, 949-267-4781, berobinson@kbb.com and Natalie Kumaratne, 949-267-4770, nkumaratne@kbb.com

