

New-Car Transaction Prices Jump Nearly 3 Percent In August 2014, According To Kelley Blue Book

General Motors Post Greatest Transaction Price Increases on SUV and Truck Lineups

IRVINE, Calif., Sept. 3, 2014 /PRNewswire/ -- The analysts at Kelley Blue Book 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 (ATP) for light vehicles in the United States was \$32,495 in August 2014. [New-car prices](#) have increased by \$851 (up 2.7 percent) from August 2013, while dropping \$16 (0.1 percent) from last month.

"Similar to last month, trucks and full-size SUV/crossovers are driving average transaction price increases, as full-size truck transaction prices alone are up 5.5 percent," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Following several redesigns, full-size SUV/crossover segment sales could have double-digit growth and transaction prices have climbed more than 7 percent in August. With a host of new models and gas prices trending downward, these will continue to be the hot vehicle segments."

| Manufacturer | August 2014 Transaction Price (Avg.)* | July 2014 Transaction Price (Avg.)* | August 2013 Transaction Price (Avg.)* | Percent Change July 2014 to August 2014* | Percent Change August 2013 to August 2014* |
|---------------------------------------------------|---------------------------------------|-------------------------------------|---------------------------------------|------------------------------------------|--------------------------------------------|
| American Honda (Acura, Honda) | \$26,831 | \$26,903 | \$26,870 | -0.3% | -0.1% |
| Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM) | \$33,590 | \$33,468 | \$32,224 | 0.4% | 4.2% |
| Ford Motor Company (Ford, Lincoln) | \$35,042 | \$34,834 | \$34,528 | 0.6% | 1.5% |
| General Motors (Buick, Cadillac, Chevrolet, GMC) | \$37,120 | \$37,422 | \$34,673 | -0.8% | 7.1% |
| Hyundai-Kia | \$24,287 | \$24,126 | \$23,982 | 0.7% | 1.3% |
| Nissan North America (Nissan, Infiniti) | \$27,298 | \$26,986 | \$28,292 | 1.2% | -3.5% |
| Toyota Motor Company (Lexus, Scion, Toyota) | \$30,019 | \$30,068 | \$29,526 | -0.2% | 1.7% |
| Volkswagen Group (Audi, Volkswagen, Porsche) | \$38,564 | \$39,140 | \$36,529 | -1.5% | 5.6% |
| Industry | \$32,495 | \$32,511 | \$31,644 | -0.1% | 2.7% |

**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*

General Motors reports the greatest increases in average transaction prices among all major manufacturers on the strength of its Chevrolet and GMC SUV and truck lineups. The Chevrolet brand is up 6 percent with its Tahoe and Suburban models posting double-digit average transaction price jumps, while the GMC counterparts, Yukon and Yukon XL, are up more than 7 percent.

"Due to strong Jeep and RAM sales, Chrysler Group also is up 4.2 percent from last year," said Tim Fleming, analyst for Kelley Blue Book. "Transaction prices are up for all Chrysler brands, with RAM up 5.8 percent and Chrysler up 4.2 percent. The new Chrysler 200 is now selling for 10.4 percent higher than last year at \$27,658."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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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

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