

# New-Car Transaction Prices Continue To Set Records In February 2016, Up 2.2 Percent, According To Kelley Blue Book

**Increased Incentives Offset Growth; Utility, Truck Models Help Drive Automaker Strength**

IRVINE, Calif., March 1, 2016 /PRNewswire/ -- The analysts at Kelley Blue Book [www.kbb.com](http://www.kbb.com), the 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 \$33,781 in February 2016. [New-car prices](#) have increased by \$739 (up 2.2 percent) from February 2015, while remaining flat from last month.



"Increased incentives are helping offset part of this growth, as incentive spend is nearing pre-recession levels in recent months," said Tim Fleming, analyst for Kelley Blue Book. "Low gas prices are attracting consumers toward pickup trucks, with average transaction up a combined 6 percent for the segment. The same growth has not been seen in traditional car segments like compact and mid-size cars, which are both up 0.5 percent, or around \$100."

Manufacturer	February 2016 Transaction Price (Avg.)*	January 2016 Transaction Price (Avg.)*	February 2015 Transaction Price (Avg.)*	Percent Change January 2016 to February 2016*	Percent Change February 2015 to February 2016*
<a href="#">American Honda</a> (Acura, Honda)	\$27,484	\$27,187	\$27,357	1.1%	0.5%
<a href="#">Fiat Chrysler</a> (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$34,674	\$34,547	\$33,072	0.4%	4.8%
<a href="#">Ford Motor Company</a> (Ford, Lincoln)	\$36,520	\$36,386	\$35,593	0.4%	2.6%
<a href="#">General Motors</a> (Buick, Cadillac, Chevrolet, GMC)	\$37,765	\$37,556	\$37,046	0.6%	1.9%
<a href="#">Hyundai-Kia</a>	\$24,577	\$24,489	\$24,844	0.4%	-1.1%
<a href="#">Nissan North America</a> (Nissan, Infiniti)	\$27,678	\$27,677	\$27,473	0.0%	0.7%

<a href="#">Subaru</a>	\$28,001	\$27,967	\$27,592	0.1%	1.5%
<a href="#">Toyota Motor Company</a> (Lexus, Scion, Toyota)	\$31,522	\$31,540	\$30,177	-0.1%	4.5%
<a href="#">Volkswagen Group</a> (Audi, Volkswagen, Porsche)	\$37,545	\$40,036	\$37,926	-6.2%	-1.0%
<b>Industry</b>	<b>\$33,781</b>	<b>\$33,768</b>	<b>\$33,042</b>	<b>0.0%</b>	<b>2.2%</b>

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

Toyota Motor Company, Fiat Chrysler, General Motors and Ford Motor Company continue to climb most among the major manufacturers with help primarily from their utility and truck models. In addition, American Honda is up slightly at 0.5 percent with several restyled models showing strength. The all-new Honda Civic drove average transaction prices up 5.5 percent to \$20,782, while the Honda Pilot increased 16.2 percent to \$38,238.

Hyundai-Kia transaction prices decreased 1.1 percent in February, with the Hyundai brand dropping 1.6 percent as dealers sold down the outgoing Elantra model. The redesigned Tucson had the best month for the brand, increasing 11.7 percent to \$27,802.

Segment	February 2016 Transaction Price (Avg.)*	January 2016 Transaction Price (Avg.)*	February 2015 Transaction Price (Avg.)*	Percent Change January 2016 to February 2016*	Percent Change February 2015 to February 2016*
Compact Car	\$20,206	\$20,101	\$20,115	0.5%	0.5%
Compact SUV/Crossover	\$26,966	\$26,926	\$26,627	0.1%	1.3%
Electric Vehicle	\$35,424	\$36,278	\$38,771	-2.4%	-8.6%
Entry-level Luxury Car	\$40,369	\$40,106	\$40,882	0.7%	-1.3%
Full-size Car	\$34,435	\$34,242	\$33,508	0.6%	2.8%
Full-size Pickup Truck	\$46,379	\$45,943	\$43,551	0.9%	6.5%
Full-Size SUV/Crossover	\$46,880	\$46,871	\$45,870	0.0%	2.2%
High Performance Car	\$97,403	\$95,149	\$88,956	2.4%	9.5%
High-end Luxury Car	\$92,946	\$88,780	\$92,103	4.7%	0.9%
Hybrid/Alternative Energy Car	\$26,342	\$25,437	\$25,359	3.6%	3.9%
Luxury Car	\$56,472	\$56,014	\$57,574	0.8%	-1.9%
Luxury Compact SUV/Crossover	\$41,119	\$41,339	\$41,511	-0.5%	-0.9%
Luxury Full-size SUV/Crossover	\$69,299	\$69,259	\$70,897	0.1%	-2.3%
Luxury Mid-size SUV/Crossover	\$56,884	\$57,021	\$55,867	-0.2%	1.8%
Mid-size Car	\$25,103	\$25,074	\$24,980	0.1%	0.5%
Mid-size Pickup Truck	\$30,393	\$30,369	\$28,563	0.1%	6.4%
Mid-size SUV/Crossover	\$33,866	\$33,883	\$32,985	0.0%	2.7%
Minivan/Van	\$32,342	\$32,258	\$32,470	0.3%	-0.4%
Sports Car	\$30,850	\$30,793	\$30,223	0.2%	2.1%
Subcompact Car	\$17,693	\$17,853	\$17,575	-0.9%	0.7%
<b>Grand Total</b>	<b>\$33,781</b>	<b>\$33,768</b>	<b>\$33,042</b>	<b>0.0%</b>	<b>2.2%</b>

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