

New-Car Transaction Prices Climb Nearly 2 Percent Year-Over-Year In November 2016, According To Kelley Blue Book

Fastest-Growing Subcompact Utility Segment Slowing with Transaction Prices Down on Highly Discounted Inventory

IRVINE, Calif., Dec. 1, 2016 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today reported the estimated average transaction price (ATP) for light vehicles in the United States was \$34,948 in November 2016. [New-car prices](#) have increased by \$581 (up 1.7 percent) from November 2015, while dropping \$51 (down 0.1 percent) from last month.



"Climbing transaction prices reflect the shift in consumer preference from cars to more expensive trucks and SUVs," said Tim Fleming, analyst for Kelley Blue Book. "Manufacturers with strong truck and SUV lineups are currently seeing record pricing, especially in these late fall months when these segments are especially popular. However, the subcompact utility segment, which is the fastest-growing segment in the industry this year, is showing signs of slowing, with prices falling by 1 percent, thanks to higher discounts used to sell down excess inventory."

| Manufacturer | November 2016 Transaction Price (Avg.)* | October 2016 Transaction Price (Avg.)* | November 2015 Transaction Price (Avg.)* | Percent Change October 2016 to November 2016* | Percent Change November 2015 to November 2016* |
|--|---|--|---|---|--|
| American Honda (Acura, Honda) | \$27,426 | \$27,545 | \$27,448 | -0.4% | -0.1% |
| Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM) | \$36,244 | \$36,420 | \$34,614 | -0.5% | 4.7% |
| Ford Motor Company (Ford, Lincoln) | \$38,488 | \$38,953 | \$37,573 | -1.2% | 2.4% |
| General Motors (Buick, Cadillac, Chevrolet, GMC) | \$39,826 | \$39,827 | \$38,857 | 0.0% | 2.5% |
| Hyundai-Kia | \$24,493 | \$24,570 | \$24,915 | -0.3% | -1.7% |
| Nissan North America (Nissan, Infiniti) | \$28,796 | \$29,625 | \$27,847 | -2.8% | 3.4% |
| Subaru | \$28,481 | \$28,761 | \$27,904 | -1.0% | 2.1% |
| Toyota Motor Company (Lexus, Scion, Toyota) | \$31,887 | \$31,673 | \$31,423 | 0.7% | 1.5% |
| Volkswagen Group (Audi, Volkswagen, Porsche) | \$39,985 | \$39,631 | \$40,066 | 0.9% | -0.2% |
| Industry | \$34,948 | \$34,999 | \$34,367 | -0.1% | 1.7% |

*Kelley Blue Book average transaction prices do not include applied consumer incentives

Among the greatest gains of all major automakers, Nissan North America's transaction prices rose 3.4 percent in November 2016, with the Nissan brand up 5 percent. Nissan was helped by the new Armada SUV, which increased 16 percent year-over-year, and the Titan XD pickup helped push the Titan's average transaction prices up 34 percent to \$50,447.

On the other hand, Hyundai-Kia transaction prices fell 2 percent, with Hyundai's prices falling 4 percent and Kia's prices decreasing 1 percent. The Sonata had the biggest declines for Hyundai, dropping 5 percent. Kia's biggest improver was the new Sportage, a recent 2017 Kelley Blue Book Best Buy Award winner, which is up 6 percent.

| Segment | November 2016 Transaction Price (Avg.)* | October 2016 Transaction Price (Avg.)* | November 2015 Transaction Price (Avg.)* | Percent Change October 2016 to November 2016* | Percent Change November 2015 to November 2016* |
|-------------------------|---|--|---|---|--|
| Compact Car | \$20,339 | \$20,440 | \$20,037 | -0.5% | 1.5% |
| Compact SUV/Crossover | \$26,700 | \$26,559 | \$26,453 | 0.5% | 0.9% |
| Electric Vehicle | \$39,104 | \$39,775 | \$39,637 | -1.7% | -1.3% |
| Entry-level Luxury Car | \$40,806 | \$41,586 | \$40,467 | -1.9% | 0.8% |
| Full-size Car | \$34,391 | \$34,515 | \$33,849 | -0.4% | 1.6% |
| Full-size Pickup Truck | \$46,473 | \$46,576 | \$45,985 | -0.2% | 1.1% |
| Full-Size SUV/Crossover | \$60,108 | \$59,627 | \$60,221 | 0.8% | -0.2% |
| High Performance Car | \$95,421 | \$89,946 | \$99,746 | 6.1% | -4.3% |

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|--|-----------------|-----------------|-----------------|--------------|-------------|
| High-end Luxury Car | \$92,174 | \$93,463 | \$92,780 | -1.4% | -0.7% |
| Hybrid/Alternative Energy Car | \$25,439 | \$25,860 | \$24,519 | -1.6% | 3.8% |
| Luxury Car | \$55,960 | \$57,436 | \$55,778 | -2.6% | 0.3% |
| Luxury Compact SUV/Crossover | \$41,242 | \$40,260 | \$40,471 | 2.4% | 1.9% |
| Luxury Full-size SUV/Crossover | \$82,585 | \$83,706 | \$83,331 | -1.3% | -0.9% |
| Luxury Mid-size SUV/Crossover | \$54,081 | \$55,007 | \$54,093 | -1.7% | 0.0% |
| Mid-size Car | \$25,121 | \$25,274 | \$24,964 | -0.6% | 0.6% |
| Mid-size Pickup Truck | \$32,169 | \$32,857 | \$31,514 | -2.1% | 2.1% |
| Mid-size SUV/Crossover | \$37,057 | \$36,914 | \$36,706 | 0.4% | 1.0% |
| Minivan | \$32,831 | \$33,444 | \$32,635 | -1.8% | 0.6% |
| Sports Car | \$31,196 | \$31,594 | \$30,201 | -1.3% | 3.3% |
| Subcompact Car | \$16,461 | \$16,635 | \$16,529 | -1.0% | -0.4% |
| Subcompact SUV/Crossover | \$24,482 | \$24,357 | \$24,734 | 0.5% | -1.0% |
| Van | \$34,579 | \$35,341 | \$33,330 | -2.2% | 3.7% |
| Grand Total | \$34,948 | \$34,999 | \$34,367 | -0.1% | 1.7% |
| <i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i> | | | | | |

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