

Average New-Vehicle Prices Up Nearly 3% Year-Over-Year, According to Kelley Blue Book

IRVINE, Calif., Nov. 1, 2019 /PRNewswire/ -- The valuation analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$38,259 in October 2019. [New-vehicle prices](#) increased \$1,064 (up 2.9%) from October 2018, while decreasing \$141 (down 0.4%) from last month.



Kelley Blue Book

"Average transaction prices were generally favorable for most automakers, as the industry average climbed 3% year-over-year, partially due to the shifting sales mix from cars to trucks and SUVs," said Tim Fleming, analyst for Kelley Blue Book. "However, car prices did grow by 2% in October 2019, their biggest improvement in nearly a year."

Manufacturers are focusing incentive programs on the increasingly competitive utility segments, helping make those vehicles more affordable to consumers. Trucks have shown the most strength of any segment with full-size trucks up 3%, while mid-size trucks rose 6%, aided by new and redesigned models.

Manufacturer	October 2019 Transaction Price (Avg.)*	September 2019 Transaction Price (Avg.)*	October 2018 Transaction Price (Avg.)*	Percent Change September 2019 to October 2019*	Percent Change October 2018 to October 2019*
American Honda (Acura, Honda)	\$28,936	\$28,752	\$29,830	0.6%	-3.0%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,712	\$41,064	\$39,266	-0.9%	3.7%
Ford Motor Company (Ford, Lincoln)	\$43,052	\$43,150	\$40,779	-0.2%	5.6%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$42,596	\$42,732	\$41,063	-0.3%	3.7%
Hyundai-Kia	\$26,612	\$26,918	\$24,616	-1.1%	8.1%
Nissan North America (Nissan, INFINITI)	\$30,999	\$30,828	\$29,937	0.6%	3.5%
Subaru	\$30,179	\$29,975	\$30,018	0.7%	0.5%
Toyota Motor Company (Lexus, Toyota)	\$34,106	\$33,974	\$33,512	0.4%	1.8%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$42,684	\$44,430	\$41,391	-3.9%	3.1%
Industry	\$38,259	\$38,400	\$37,195	-0.4%	2.9%

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

Among the top performers, Ford Motor Company was up nearly 6% in October 2019 with Ford and Lincoln brands both enjoying increases. The Nautilus had the best month for Lincoln, rising 5%, and the Aviator is having a solid impact, transacting in the high \$60,000 range. The redesigned Explorer saw the most improvement, up 15%, while the refreshed Edge was up 4%.

Fiat Chrysler and General Motors also reported strong average transaction prices for October 2019, both up nearly 4% year-over-year.

Segment	October 2019 Transaction Price (Avg.)*	September 2019 Transaction Price (Avg.)*	October 2018 Transaction Price (Avg.)*	Percent Change September 2019 to October 2019
Compact Car	\$21,021	\$20,977	\$20,513	0.2%
Compact SUV/Crossover	\$29,659	\$29,539	\$28,962	0.4%
Electric Vehicle	\$53,664	\$54,339	\$63,264	-1.2%
Entry-level Luxury Car	\$42,123	\$41,853	\$42,682	0.6%
Full-size Car	\$34,980	\$35,266	\$35,045	-0.8%
Full-size Pickup Truck	\$51,036	\$50,978	\$49,467	0.1%
Full-size SUV/Crossover	\$63,501	\$63,145	\$63,120	0.6%
High Performance Car	\$116,936	\$114,281	\$113,581	2.3%
High-end Luxury Car	\$98,158	\$97,331	\$99,224	0.8%
Hybrid/Alternative Energy Car	\$27,677	\$27,212	\$28,231	1.7%
Luxury Car	\$58,896	\$59,196	\$58,531	-0.5%
Luxury Compact SUV/Crossover	\$46,165	\$46,681	\$47,235	-1.1%
Luxury Full-size SUV/Crossover	\$88,726	\$88,804	\$87,473	-0.1%
Luxury Mid-size SUV/Crossover	\$59,094	\$60,291	\$56,286	-2.0%
Luxury Subcompact SUV/Crossover	\$39,823	\$39,517	\$40,102	0.8%
Mid-size Car	\$27,968	\$28,075	\$26,713	-0.4%
Mid-size Pickup Truck	\$35,744	\$36,068	\$33,732	-0.9%
Mid-size SUV/Crossover	\$39,780	\$39,652	\$39,090	0.3%
Minivan	\$35,196	\$35,057	\$35,380	0.4%
Sports Car	\$35,525	\$36,323	\$35,499	-2.2%
Subcompact Car	\$16,954	\$16,953	\$16,382	0.0%
Subcompact SUV/Crossover	\$24,952	\$24,852	\$24,675	0.4%
Van	\$35,881	\$36,176	\$34,643	-0.8%

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