

Average New-Vehicle Prices Up Only 1% Year-Over-Year on Growing Discounts and Incentives, According to Kelley Blue Book

Vehicles Spending More Time on Dealer Lots, Hitting Highest Level Since 2017

IRVINE, Calif., Dec. 3, 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 \$38,393 in November 2019. [New-vehicle prices](#) increased \$387 (up 1%) from November 2018, while climbing \$106 (up 0.3%) from last month.



Kelley Blue Book

"Transaction prices rose only 1% as dealer discounts grew to move older inventory," said Tim Fleming, analyst for Kelley Blue Book. "As retail sales slowed by more than 2% this year, vehicles are spending more time on dealer lots, about 80 days on average, which is five days longer than a year ago and the highest level seen since 2017. As a result, there are more discounts and incentives, especially now that the year's end is approaching."

Manufacturer	November 2019 Transaction Price (Avg.)*	October 2019 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	Percent Change October 2019 to November 2019*	Percent Change November 2018 to November 2019*
American Honda (Acura, Honda)	\$29,008	\$28,735	\$29,587	0.9%	-2.0%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$40,760	\$41,099	\$39,810	-0.8%	2.4%
Ford Motor Company (Ford, Lincoln)	\$43,676	\$43,913	\$40,967	-0.5%	6.6%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$42,547	\$42,467	\$41,388	0.2%	2.8%
Hyundai Kia	\$27,128	\$27,508	\$24,681	-1.4%	9.9%
Nissan North America (Nissan, INFINITI)	\$31,330	\$30,937	\$30,848	1.3%	1.6%
Subaru	\$30,467	\$30,325	\$29,854	0.5%	2.1%
Toyota Motor Company (Lexus, Toyota)	\$34,692	\$34,250	\$33,971	1.3%	2.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$45,208	\$44,777	\$45,355	1.0%	-0.3%
Industry	\$38,393	\$38,287	\$38,006	0.3%	1.0%

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

Once again, Hyundai Kia showed the greatest improvement of all manufacturers, as its prices grew 10%. Interestingly, new three-row SUV models and electric vehicles helped the brands most. The Hyundai Palisade and Kia Telluride SUVs both transacted at more than \$40,000 on average, while the Hyundai Kona EV and Kia Niro EV helped boost these models' average transaction prices by 8%.

American Honda prices fell by 2%, with Acura down 5% and Honda dropping 1%. The Acura MDX had the biggest decline for Acura at 7%, and the RDX, Acura's top seller, dropped 2%. The Honda Clarity fell the most for the brand at 6%, while the Ridgeline also trended down by 6%. On a positive note, the Honda Civic was the automaker's top performer, up 3%.

Segment	November 2019 Transaction Price (Avg.)*	October 2019 Transaction Price (Avg.)*	November 2018 Transaction Price (Avg.)*	Percent Change October 2019 to November 2019*	Percent Change November 2018 to November 2019*
Compact Car	\$21,037	\$20,948	\$20,513	0.4%	2.6%
Compact SUV/Crossover	\$29,617	\$29,675	\$28,979	-0.2%	2.2%
Electric Vehicle	\$54,626	\$54,400	\$67,506	0.4%	-19.1%
Entry-level Luxury Car	\$41,686	\$42,204	\$42,429	-1.2%	-1.8%
Full-size Car	\$35,330	\$35,218	\$34,895	0.3%	1.2%
Full-size Pickup Truck	\$51,140	\$50,984	\$49,506	0.3%	3.3%
Full-size SUV/Crossover	\$62,962	\$63,400	\$63,579	-0.7%	-1.0%
High Performance Car	\$122,316	\$124,426	\$121,611	-1.7%	0.6%
High-end Luxury Car	\$97,087	\$97,392	\$99,613	-0.3%	-2.5%
Hybrid/Alternative Energy Car	\$27,841	\$27,372	\$28,516	1.7%	-2.4%
Luxury Car	\$58,771	\$59,795	\$60,305	-1.7%	-2.5%
Luxury Compact SUV/Crossover	\$46,781	\$46,676	\$46,610	0.2%	0.4%
Luxury Full-size SUV/Crossover	\$86,890	\$87,739	\$87,458	-1.0%	-0.6%
Luxury Mid-size SUV/Crossover	\$58,900	\$59,690	\$57,699	-1.3%	2.1%
Luxury Subcompact SUV/Crossover	\$39,915	\$39,509	\$39,865	1.0%	0.1%
Mid-size Car	\$28,250	\$28,318	\$26,783	-0.2%	5.5%
Mid-size Pickup Truck	\$35,900	\$35,835	\$33,774	0.2%	6.3%
Mid-size SUV/Crossover	\$40,027	\$39,892	\$39,045	0.3%	2.5%
Minivan	\$35,270	\$35,431	\$35,514	-0.5%	-0.7%

Sports Car	\$36,926	\$36,848	\$35,628	0.2%	3.6%
Subcompact Car	\$16,887	\$16,815	\$16,454	0.4%	2.6%
Subcompact SUV/Crossover	\$24,860	\$24,832	\$24,560	0.1%	1.2%
Van	\$36,327	\$36,124	\$34,905	0.6%	4.1%
Grand Total	\$38,393	\$38,287	\$38,006	0.3%	1.0%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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