

Average New-Vehicle Prices Up 3% Year-Over-Year in June 2020, According to Kelley Blue Book

Strength in non-luxury car and light truck sales mix helps boost the industry average

IRVINE, Calif., July 1, 2020 /PRNewswire/ -- The valuation analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$38,530 in June 2020. [New-vehicle prices](#) increased \$1,141 (up 3.1%) from June 2019, while rising \$160 (up 0.4%) from last month.



Kelley Blue Book

"Though Q2 sales are expected to be down 35% due to COVID-19 and the ensuing economic recession, transaction prices over this time strengthened more than normal," said Tim Fleming, analyst for Kelley Blue Book. "The industry average climbed 3%—helped by increases in non-luxury cars—and light truck sales mix at around 75% of the total market. Today's new-car buyers are likely more financially secure despite the economic uncertainty, and they are purchasing a disproportionate number of trucks and SUVs. However, buyers are still shying away from luxury brands, which saw prices dip 1.5%."

Supply and inventory challenges remain a concern across many parts of the country and in high-demand segments, due to factory shutdowns this past spring, and slow supply chain ramp-ups since. Along with a recent resurgence in used-car values, this will likely keep prices elevated during the summer months.

Manufacturer	June 2020 Transaction Price (Avg.)*	May 2020 Transaction Price (Avg.)*	June 2019 Transaction Price (Avg.)*	Percent Change May 2020 to June 2020*	Percent Change June 2019 to June 2020*
American Honda (Acura, Honda)	\$29,346	\$29,231	\$28,752	0.4%	2.1%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$43,464	\$43,467	\$41,351	0.0%	5.1%
Ford Motor Company (Ford, Lincoln)	\$44,092	\$44,307	\$41,145	-0.5%	7.2%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$43,100	\$42,741	\$42,299	0.8%	1.9%
Hyundai Kia	\$27,945	\$28,239	\$26,064	-1.0%	7.2%
Nissan North America (Nissan, INFINITI)	\$31,434	\$31,770	\$28,978	-1.1%	8.5%
Subaru	\$31,023	\$30,769	\$29,905	0.8%	3.7%
Toyota Motor Company (Lexus, Toyota)	\$35,726	\$35,395	\$33,407	0.9%	6.9%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$42,535	\$42,468	\$43,741	0.2%	-2.8%
Industry	\$38,530	\$38,370	\$37,389	0.4%	3.1%

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

Nissan North America continued its strong run with June average transaction figures up 8%. Nissan's cars actually rose the most, with the redesigned Versa (up 15%) and Sentra (up 7%) being the main drivers despite all the attention on trucks and SUVs. Even the Frontier benefitted from the rising tide lifting all trucks, up more than 4% and selling close to \$30,000 on average. Nissan's top seller, Rogue, also managed a 1.5% gain as it enters its sell-down months, scheduled to be replaced by a new generation later this year.

Cars continued their comeback, showing improvements of all body styles and averaging 3% gains. Compact cars led the way with nearly 4% increases, thanks in part to the new Sentra. Mid-size SUVs had the biggest jump of any segment, rising 6% on the redesigned Ford Explorer (up 12%), Jeep Wrangler (up 5%), and the all-new Hyundai Palisade, which sells for \$42,516 on average, \$2,000 higher than the segment average. Lastly, the mix of SUVs and trucks is still pushing the average new-vehicle price up, with June's light truck mix expected to be around 76%, up from 71% one year ago.

Segment	June 2020 Transaction Price (Avg.)*	May 2020 Transaction Price (Avg.)*	June 2019 Transaction Price (Avg.)*	Percent Change May 2020 to June 2020*	Percent Change June 2019 to June 2020*
Compact Car	\$21,570	\$21,596	\$20,821	-0.1%	3.6%
Compact SUV/Crossover	\$30,420	\$30,027	\$29,429	1.3%	3.4%
Electric Vehicle	\$47,384	\$47,696	\$47,667	-0.7%	-0.6%
Entry-level Luxury Car	\$42,506	\$42,774	\$43,240	-0.6%	-1.7%
Full-size Car	\$36,284	\$36,808	\$35,064	-1.4%	3.5%
Full-size Pickup Truck	\$51,267	\$50,717	\$50,512	1.1%	1.5%
Full-size SUV/Crossover	\$63,908	\$63,398	\$62,852	0.8%	1.7%
High Performance Car	\$112,191	\$122,180	\$103,389	-8.2%	8.5%

High-end Luxury Car	\$95,403	\$94,068	\$100,689	1.4%	-5.2%
Hybrid/Alternative Energy Car	\$27,668	\$27,484	\$27,130	0.7%	2.0%
Luxury Car	\$60,229	\$60,398	\$59,968	-0.3%	0.4%
Luxury Compact SUV/Crossover	\$46,887	\$46,708	\$46,944	0.4%	-0.1%
Luxury Full-size SUV/Crossover	\$87,269	\$87,079	\$87,580	0.2%	-0.4%
Luxury Mid-size SUV/Crossover	\$58,752	\$58,675	\$59,664	0.1%	-1.5%
Luxury Subcompact SUV/Crossover	\$39,626	\$39,502	\$39,421	0.3%	0.5%
Mid-size Car	\$26,595	\$26,592	\$25,746	0.0%	3.3%
Mid-size Pickup Truck	\$37,254	\$37,075	\$35,661	0.5%	4.5%
Mid-size SUV/Crossover	\$40,619	\$40,531	\$38,393	0.2%	5.8%
Minivan	\$36,166	\$36,295	\$35,303	-0.4%	2.4%
Sports Car	\$37,489	\$37,371	\$36,874	0.3%	1.7%
Subcompact Car	\$17,110	\$16,972	\$16,485	0.8%	3.8%
Subcompact SUV/Crossover	\$24,946	\$24,864	\$24,361	0.3%	2.4%
Van	\$37,336	\$36,347	\$35,451	2.7%	5.3%
Grand Total	\$38,530	\$38,370	\$37,389	0.4%	3.1%

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