

Average New-Vehicle Prices Hit All-Time High, According to Kelley Blue Book

IRVINE, Calif., July 19, 2021 /PRNewswire/ --The estimated average transaction price (ATP) for a light vehicle in the United States was \$42,258 in June 2021, according to the analysts at Kelley Blue Book. [New-vehicle prices](#) increased \$2,527 (up 6.4%) from June 2020, while increasing \$928 (up 2.2%) from May 2021.



Kelley Blue Book

"Despite unprecedented low incentives and inventory levels in June, last month showcased more historically high average transaction prices, reaching an all-new record," said Kayla Reynolds, industry intelligence analyst at Cox Automotive. "New-vehicle affordability continues to decline as the income required to purchase the average new vehicle continues to climb. In June, for the first time in a decade, vehicle buyers were essentially paying sticker price – the manufacturer's suggested retail price – for new vehicles."

Manufacturer	June 2021 Transaction Price (Avg.)*	May 2021 Transaction Price (Avg.)*	June 2020 Transaction Price (Avg.)*	Percent Change May 2021 to June 2021*	Percent Change June 2020 to June 2021*
American Honda (Acura, Honda)	\$33,064	\$32,591	\$30,216	1.50%	9.40%
BMW Group	\$58,838	\$57,879	\$57,137	1.70%	3.00%
Daimler	\$63,194	\$65,312	\$60,673	-3.20%	4.20%
Stellantis (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, Ram)	\$49,762	\$48,149	\$42,960	3.30%	15.80%
Ford Motor Company (Ford, Lincoln)	\$50,412	\$45,831	\$46,005	10.00%	9.60%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$48,700	\$48,555	\$42,749	0.30%	13.90%
Hyundai Kia	\$31,793	\$31,115	\$29,099	2.20%	9.30%
Mazda	\$31,563	\$30,892	\$29,858	2.20%	5.70%
Mitsubishi	\$26,609	\$25,225	\$22,487	5.50%	18.30%
Nissan North America (Nissan, INFINITI)	\$32,735	\$32,536	\$32,193	0.60%	1.70%
Subaru	\$35,219	\$33,507	\$31,522	5.10%	11.70%
Tesla Motors**	\$47,772	\$52,553	\$55,541	-9.10%	-14.00%
Toyota Motor Company (Lexus, Toyota)	\$38,467	\$37,259	\$36,466	3.20%	5.50%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$53,188	\$52,170	\$48,715	2.00%	9.20%
Volvo North America	\$49,059	\$47,529	\$45,659	3.20%	7.40%
Industry	\$42,258	\$41,330	\$39,731	2.24%	6.36%

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

**Tesla Motors did not report price numbers for two of its models (Model S and Model X). This heavily skewed the manufacturer's average transaction price comparisons year-over-year and month-over-month.

According to Kelley Blue Book, the record-high ATP of \$42,258 in June was 99.9% of the average MSRP of \$42,290. For comparison, in January of this year, ATP was 95.9% of MSRP; one year ago, it was 95.4%.

Every vehicle manufacturer except Tesla—see note above—showed year-over-year growth in average transaction prices in June, with Stellantis seeing the second-largest increase (up 15.8%), just behind Mitsubishi, which climbed 18.3%. The majority of the models in Stellantis' lineup saw increases from this time last year. The Jeep Wrangler and RAM Pickup, two of the automaker's best-selling models, saw double-digit increases compared to June 2020. Despite inventory concerns, the RAM Pickup outsold many of its counterparts last month with a 13.8% price increase from last year.

At the segment level, non-luxury models continue to make significant gains compared to luxury models, up 7% versus 2.9% respectively. The availability and price increase of the mid-size and full-size car categories attributed to the non-luxury segment's growth in average transaction prices. The Honda Accord saw its average transaction price increase substantially above the industry and segment average at 14%. Still, even with the substantial price increase, Honda

Accord sales increased 35% compared to June 2020.

Segment	June 2021 Transaction Price (Avg.)*	May 2021 Transaction Price (Avg.)*	June 2020 Transaction Price (Avg.)*	Percent Change May 2021 to June 2021*	Percent Change June 2020 to June 2021*
Compact Car	\$23,903	\$23,411	\$22,466	2.10%	6.40%
Compact SUV/Crossover	\$32,258	\$31,592	\$30,594	2.10%	5.40%
Electric Vehicle	\$49,766	\$52,732	\$57,480	-5.60%	-13.40%
Entry-level Luxury Car	\$47,684	\$47,436	\$44,719	0.50%	6.60%
Full-size Car	\$42,617	\$40,795	\$38,581	4.50%	10.50%
Full-size Pickup Truck	\$57,267	\$56,261	\$52,691	1.80%	8.70%
Full-size SUV/Crossover	\$68,173	\$68,929	\$63,625	-1.10%	7.10%
High Performance Car	\$103,300	\$101,211	\$114,000	2.10%	-9.40%
High-end Luxury Car	\$106,341	\$105,146	\$101,139	1.10%	5.10%
Hybrid/Alternative Energy Car	\$30,589	\$30,790	\$28,055	-0.70%	9.00%
Luxury Car	\$66,370	\$67,949	\$62,686	-2.30%	5.90%
Luxury Compact SUV/Crossover	\$49,019	\$48,133	\$46,621	1.80%	5.10%
Luxury Full-size SUV/Crossover	\$99,700	\$98,202	\$90,375	1.50%	10.30%
Luxury Mid-size SUV/Crossover	\$65,874	\$65,331	\$63,534	0.80%	3.70%
Luxury Subcompact SUV/Crossover	\$42,505	\$42,044	\$39,475	1.10%	7.70%
Mid-size Car	\$30,281	\$29,510	\$27,214	2.60%	11.30%
Mid-size Pickup Truck	\$41,105	\$40,314	\$38,361	2.00%	7.20%
Mid-size SUV/Crossover	\$43,623	\$43,107	\$40,845	1.20%	6.80%
Minivan	\$43,033	\$42,138	\$36,531	2.10%	17.80%
Sports Car	\$43,464	\$42,457	\$40,399	2.40%	7.60%
Subcompact Car	\$20,646	\$19,920	\$19,059	3.60%	8.30%
Subcompact SUV/Crossover	\$27,453	\$27,338	\$25,574	0.40%	7.30%
Van	\$41,800	\$41,867	\$42,244	-0.20%	-1.10%
Industry	\$42,258	\$41,330	\$39,731	2.24%	6.36%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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