

New-Car Transaction Prices Rise Nearly 2 Percent In November 2014, According To Kelley Blue Book

Strength Driven by Truck, Utility Segments; Domestic Automakers Benefit Most

IRVINE, Calif., Dec. 2, 2014 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price (ATP) for light vehicles in the United States was \$33,754 in November 2014. [New-car prices](#) have increased by \$165 (up 1.7 percent) from November 2013, while rising \$568 (0.5 percent) from last month.



"Rising transaction prices are a reflection of stronger pricing in truck and utility segments," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Domestic automakers will be the main beneficiaries of this trend, as full-size pickup prices are up by an average of 4.3 percent, with the Big Three making up 94 percent of segment sales."

Manufacturer	November 2014 Transaction Price (Avg.)*	October 2014 Transaction Price (Avg.)*	November 2013 Transaction Price (Avg.)*	Percent Change October 2014 to November 2014*	Percent Change November 2013 to November 2014*
American Honda (Acura, Honda)	\$27,341	\$27,049	\$27,429	1.1%	-0.3%
Fiat Chrysler (Chrysler, Dodge, Fiat, Jeep, RAM)	\$33,833	\$33,971	\$32,715	-0.4%	3.4%
Ford Motor Company (Ford, Lincoln)	\$35,832	\$36,029	\$34,929	-0.5%	2.6%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$37,749	\$37,706	\$36,500	0.1%	3.4%
Hyundai-Kia	\$24,913	\$24,871	\$24,107	0.2%	3.3%
Nissan North America (Nissan, Infiniti)	\$28,652	\$27,689	\$28,949	3.5%	-1.0%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,909	\$30,542	\$30,897	1.2%	0.0%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,556	\$37,576	\$40,033	2.6%	-3.7%
Industry	\$33,754	\$33,589	\$33,186	0.5%	1.7%

**Kelley Blue Book Average Transaction Prices do not include applied consumer incentives*

Fiat Chrysler transaction pricing was up 3.4 percent on strong Jeep and RAM sales, as well as higher RAM prices. The RAM brand was up 4.7 percent, while the Chrysler 200 helped elevate the Chrysler brand with a 10.2 percent increase. Ford continued making gains with a higher mix of high-end trims of the outgoing F-Series generation. In addition, the refreshed Expedition increased 7.8 percent.

"General Motors also increased 3.4 percent on the Chevrolet and GMC lineup of SUVs and trucks," said Tim Fleming, analyst for Kelley Blue Book. "General Motors' redesigned utility vehicles, including the Chevrolet Suburban, Tahoe, GMC Yukon, Yukon XL and Cadillac Escalade, all reported double-digit transaction price growth compared to this time last year."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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