

New-Car Transaction Prices Climb More Than 2 Percent In May 2014, According To Kelley Blue Book

Strength in Small and Mid-Size Crossover Segments Help Boost Average Transaction Prices

IRVINE, Calif., June 3, 2014 /PRNewswire/ -- The expert 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 \$32,307 in May 2014. [New-car prices](#) have increased by \$653 (up 2.1 percent) from May 2013, while decreasing \$79 (0.2 percent) from last month.



"Small and mid-size car share has declined slightly, as car shoppers opt for small and mid-size crossovers, helping boost this month's average transaction price," said Karl Brauer, senior analyst for Kelley Blue Book. "Benefitting from strength among the crossover segment, the Acura MDX now comprises more than a third of Acura's sales, boosting the brand's transaction prices 5.5 percent year-over-year and helping keep Honda's overall ATP flat."

Manufacturer	May 2014 Transaction Price (Avg.)*	April 2014 Transaction Price (Avg.)*	May 2013 Transaction Price (Avg.)*	Percent Change April 2014 to May 2014*	Percent Change May 2013 to May 2014*
American Honda (Acura, Honda)	\$27,047	\$27,287	\$26,980	-0.9%	0.2%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	\$33,001	\$32,826	\$31,498	0.5%	4.8%
Ford Motor Company (Ford, Lincoln)	\$34,555	\$34,494	\$33,955	0.2%	1.8%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$34,783	\$34,929	\$34,226	-0.4%	1.6%
Hyundai-Kia	\$23,983	\$23,943	\$23,463	0.2%	2.2%
Nissan North America (Nissan, Infiniti)	\$27,584	\$27,431	\$28,604	0.6%	-3.6%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,122	\$30,310	\$29,336	-0.6%	2.7%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,996	\$39,588	\$36,955	-1.5%	5.5%
Industry	\$32,307	\$32,386	\$31,654	-0.2%	2.1%

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

"Revealing a healthy average transaction price increase this month is Volkswagen Group, up 5.5 percent from last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "However, this is due to a decrease in the share of Volkswagen brand sales and a corresponding increase in Audi share. Following the re-introduction of the entry-level A3 sedan, Audi's average transaction price is down 2.5 percent year-over-year, while the Volkswagen brand is relatively flat."

Among domestic brands, [Chrysler](#) Group reports the most impressive gain in average transaction prices at 4.8 percent from last year, with help from its RAM brand (up 6.4 percent). The Chrysler brand also is up 7.6 percent, but this is primarily due to a lower mix of 200 sales since May 2013.

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For further information: Chintan Talati, 949-267-4855, ctalati@kbb.com, or Joanna Pinkham, 404-568-7135, jpinkham@kbb.com, or Brenna Robinson, 949-267-4781, berobinson@kbb.com, or Natalie Kumaratne, 949-267-4770, nkumaratne@kbb.com

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