

# New-Car Transaction Prices Climb Nearly 4 Percent In February 2015, According To Kelley Blue Book

Utility Vehicles Help Drive Overall Industry Average Up; Hyundai-Kia Reports Greatest Year-Over-Year Gain

IRVINE, Calif., March 3, 2015 /PRNewswire/ -- The analysts at Kelley Blue Book [www.kbb.com](http://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 \$33,299 in February 2015. [New-car prices](#) have increased by \$1,145 (up 3.6 percent) from February 2014, while dropping \$208 (down 0.6 percent) from last month.



"An expected higher mix of SUVs, particularly full-size and mid-size, is helping drive the overall industry average upward," said Alec Gutierrez, senior analyst for Kelley Blue Book. "While utility vehicles are thriving, hybrid cars are doing the opposite, with transaction prices falling 2.5 percent from last year. Though rising 30 cents in February, gas prices are still more than a dollar cheaper than this time last year, so it will be interesting to see if these trends hold true in the coming months."

Manufacturer	February 2015 Transaction Price (Avg.)*	January 2015 Transaction Price (Avg.)*	February 2014 Transaction Price (Avg.)*	Percent Change January 2015 to February 2015*	Percent Change February 2014 to February 2015*
American Honda (Acura, Honda)	\$27,909	\$27,974	\$27,306	-0.2%	2.2%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$33,369	\$33,249	\$32,179	0.4%	3.7%
Ford Motor Company (Ford, Lincoln)	\$35,014	\$35,339	\$34,327	-0.9%	2.0%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$36,840	\$37,160	\$34,970	-0.9%	5.3%
Hyundai-Kia	\$25,367	\$25,324	\$23,786	0.2%	6.6%
Nissan North America (Nissan, Infiniti)	\$28,181	\$28,163	\$27,547	0.1%	2.3%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,581	\$30,900	\$29,987	-1.0%	2.0%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,410	\$40,379	\$38,198	-4.9%	0.6%
<b>Industry</b>	<b>\$33,299</b>	<b>\$33,507</b>	<b>\$32,154</b>	<b>-0.6%</b>	<b>3.6%</b>

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

Reporting the largest percentage gain of all major manufacturers, Hyundai-Kia is up 6.6 percent. The [Hyundai](#) brand was up 8.3 percent with the biggest increase coming from the redesigned [Genesis](#), which was up 22 percent year-over-year. In addition, [Kia](#)'s average transaction prices are up 4.8 percent with solid increases from its redesigned [Sorento](#) mid-size crossover at 4 percent.

"Most automakers are benefiting from the utility vehicles in their lineups this month," said Tim Fleming, analyst for Kelley Blue Book. "In fact, American Honda increased 2.2 percent on average with help from strong demand for the CR-V, while Fiat Chrysler also gained on a stronger mix of Jeep and RAM sales 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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