

New-Car Transaction Prices Increase More Than 2 Percent On Sales Mix Skewed Toward Utility Vehicles, Away From Cars, According To Kelley Blue Book

Despite Slowing Sales, Boom in Utility Vehicles Boosts Profits for Many Automakers; Ford Transaction Prices Make Significant Gains on Strong F-Series Sales

IRVINE, Calif., March 1, 2017 /PRNewswire/ -- The analysts at Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today reported the estimated average transaction price (ATP) for light vehicles in the United States was \$34,352 in February 2017. [New-car prices](#) have increased by \$757 (up 2.3 percent) from February 2016, while falling \$328 (down 0.9 percent) from last month.



Kelley Blue Book

"New-car transaction prices continued to rise in February, climbing more than 2 percent year-over-year," said Tim Fleming, analyst for Kelley Blue Book. "Once again, prices are up due to the mix of sales skewing more toward SUVs and away from cars, as keeping the sales mix of SUVs-to-cars steady from last February would have resulted in flat transaction prices. Even though sales now appear to be slowing down in the industry, the boom in utility vehicles is managing to boost profits for many automakers."

Manufacturer	February 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	February 2016 Transaction Price (Avg.)*	Percent Change January 2017 to February 2017*	Percent Change February 2016 to February 2017*
American Honda (Acura, Honda)	\$27,867	\$27,756	\$27,465	0.4%	1.5%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$35,344	\$35,807	\$34,603	-1.3%	2.1%
Ford Motor Company (Ford, Lincoln)	\$38,601	\$39,123	\$36,573	-1.3%	5.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$38,188	\$38,643	\$38,072	-1.2%	0.3%
Hyundai-Kia	\$24,632	\$24,591	\$24,743	0.2%	-0.4%
Nissan North America (Nissan, Infiniti)	\$28,715	\$29,214	\$27,465	-1.7%	4.6%
Subaru	\$28,617	\$28,454	\$27,915	0.6%	2.5%
Toyota Motor Company (Lexus, Scion, Toyota)	\$31,449	\$31,577	\$30,931	-0.4%	1.7%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$38,760	\$40,281	\$38,110	-3.8%	1.7%
Industry	\$34,352	\$34,680	\$33,595	-0.9%	2.3%

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

The greatest year-over-year gains are reported by Ford Motor Company, with average transaction prices up nearly 6 percent on strong F-Series sales. The refreshed Fusion, with a new 325-horsepower Sport trim, had the best month for Ford, up 6 percent year-over-year. The Lincoln brand was up 1 percent, once again benefitting from the new Continental sedan, which is transacting around \$55,000.

On the other hand, Hyundai-Kia transaction prices were flat for February 2017, as the Hyundai brand fell 6 percent, offset by the Kia brand rising 2 percent. The drop at Hyundai comes from the spinoff of the Genesis brand, in addition to the Sonata falling 3 percent. The gains at Kia are the result of the redesigned Sportage, which was up 11 percent year-over-year.

Segment	February 2017 Transaction Price (Avg.)*	January 2017 Transaction Price (Avg.)*	February 2016 Transaction Price (Avg.)*	Percent Change January 2017 to February 2017*	Percent Change February 2016 to February 2017*
Compact Car	\$20,600	\$20,612	\$20,066	-0.1%	2.7%
Compact SUV/Crossover	\$28,297	\$28,238	\$27,812	0.2%	1.7%
Electric Vehicle	\$34,026	\$34,179	\$38,339	-0.4%	-11.3%
Entry-level Luxury Car	\$41,443	\$41,685	\$40,094	-0.6%	3.4%
Full-size Car	\$34,128	\$34,088	\$34,096	0.1%	0.1%
Full-size Pickup Truck	\$45,478	\$46,573	\$46,275	-2.4%	-1.7%
Full-Size SUV/Crossover	\$60,371	\$60,697	\$60,181	-0.5%	0.3%
High Performance Car	\$103,044	\$107,193	\$95,037	-3.9%	8.4%
High-end Luxury Car	\$98,147	\$96,980	\$94,991	1.2%	3.3%

Hybrid/Alternative Energy Car	\$24,764	\$25,039	\$25,985	-1.1%	-4.7%
Luxury Car	\$55,396	\$56,124	\$56,049	-1.3%	-1.2%
Luxury Compact SUV/Crossover	\$41,026	\$41,643	\$40,831	-1.5%	0.5%
Luxury Full-size SUV/Crossover	\$83,304	\$83,258	\$83,966	0.1%	-0.8%
Luxury Mid-size SUV/Crossover	\$55,197	\$55,367	\$54,886	-0.3%	0.6%
Mid-size Car	\$25,085	\$25,136	\$25,061	-0.2%	0.1%
Mid-size Pickup Truck	\$32,252	\$32,308	\$31,576	-0.2%	2.1%
Mid-size SUV/Crossover	\$37,250	\$37,143	\$37,417	0.3%	-0.4%
Minivan	\$32,854	\$32,761	\$32,151	0.3%	2.2%
Sports Car	\$30,622	\$30,328	\$30,993	1.0%	-1.2%
Subcompact Car	\$16,425	\$16,453	\$16,286	-0.2%	0.9%
Subcompact SUV/Crossover	\$24,477	\$24,600	\$24,634	-0.5%	-0.6%
Van	\$34,519	\$35,385	\$34,125	-2.4%	1.2%
Grand Total	\$34,352	\$34,680	\$33,595	-0.9%	2.3%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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