

New-Car Transaction Prices Jump More Than 3 Percent Year-Over-Year In May 2016, According To Kelley Blue Book

Domestic Automakers Show Greatest Strength on Trucks, Utilities; Toyota, Volkswagen Among Best-Performing Import Brands

IRVINE, Calif., June 1, 2016 /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 report the estimated average transaction price (ATP) for light vehicles in the United States was \$33,845 in May 2016. [New-car prices](#) have increased by \$1,139 (up 3.5 percent) from May 2015, while decreasing \$116 (down 0.3 percent) from last month.



"Continuously growing demand for SUVs and trucks helped push overall average transaction prices up this month," said Tim Fleming, analyst for Kelley Blue Book. "The overall share of light trucks in May 2016 should be around 60 percent, up from 55 percent in May 2015. The Detroit automakers are benefitting most from this trend, as their transaction prices are up between 4-6 percent. Manufacturers focusing on car-heavy lineups are still seeing year-over-year strength, but at a much more modest level."

| Manufacturer | May 2016 Transaction Price (Avg.)* | April 2016 Transaction Price (Avg.)* | May 2015 Transaction Price (Avg.)* | Percent Change April 2016 to May 2016* | Percent Change May 2015 to May 2016* |
|--|------------------------------------|--------------------------------------|------------------------------------|--|--------------------------------------|
| American Honda (Acura, Honda) | \$27,302 | \$27,387 | \$26,723 | -0.3% | 2.2% |
| Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM) | \$35,129 | \$35,087 | \$33,704 | 0.1% | 4.2% |
| Ford Motor Company (Ford, Lincoln) | \$36,900 | \$37,507 | \$35,109 | -1.6% | 5.1% |
| General Motors (Buick, Cadillac, Chevrolet, GMC) | \$38,654 | \$38,633 | \$36,628 | 0.1% | 5.5% |
| Hyundai-Kia | \$24,400 | \$24,328 | \$24,324 | 0.3% | 0.3% |
| Nissan North America (Nissan, Infiniti) | \$27,439 | \$27,608 | \$27,184 | -0.6% | 0.9% |
| Subaru | \$28,068 | \$28,164 | \$27,532 | -0.3% | 1.9% |
| Toyota Motor Company (Lexus, Scion, Toyota) | \$31,070 | \$31,112 | \$29,878 | -0.1% | 4.0% |
| Volkswagen Group (Audi, Volkswagen, Porsche) | \$39,670 | \$40,336 | \$38,272 | -1.7% | 3.7% |
| Industry | \$33,845 | \$33,961 | \$32,706 | -0.3% | 3.5% |

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

While the domestic automakers are seeing the greatest strength on their utility and truck lineups, Toyota Motor Company also shows significant growth in its average transaction prices, increasing 4 percent year-over-year. The Toyota brand rose 5.2 percent, with all models showing improvement. The Tacoma revealed the biggest jump at 12 percent, while the refreshed RAV4 is up 6 percent.

Volkswagen Group is up 3.7 percent on a higher share of sales for its Audi and Porsche brands. The more mainstream Volkswagen brand declined 6 percent, with nearly all models transacting lower year-over-year. The lone bright spot in its lineup is the Golf, which rose 4 percent on a higher mix of the Golf R, the performance variant.

| Segment | May 2016 Transaction Price (Avg.)* | April 2016 Transaction Price (Avg.)* | May 2015 Transaction Price (Avg.)* | Percent Change April 2016 to May 2016* |
|--------------------------------|------------------------------------|--------------------------------------|------------------------------------|--|
| Compact Car | \$20,146 | \$20,135 | \$20,317 | 0.1% |
| Compact SUV/Crossover | \$27,628 | \$27,655 | \$27,070 | -0.1% |
| Electric Vehicle | \$38,492 | \$41,098 | \$37,683 | -6.3% |
| Entry-level Luxury Car | \$40,420 | \$40,476 | \$40,777 | -0.1% |
| Full-size Car | \$34,640 | \$34,350 | \$33,481 | 0.8% |
| Full-size Pickup Truck | \$46,878 | \$46,680 | \$45,175 | 0.4% |
| Full-Size SUV/Crossover | \$59,443 | \$59,540 | \$58,650 | -0.2% |
| High Performance Car | \$93,894 | \$94,171 | \$91,710 | -0.3% |
| High-end Luxury Car | \$95,926 | \$95,934 | \$91,098 | 0.0% |
| Hybrid/Alternative Energy Car | \$26,375 | \$26,395 | \$25,118 | -0.1% |
| Luxury Car | \$56,884 | \$56,545 | \$56,012 | 0.6% |
| Luxury Compact SUV/Crossover | \$41,048 | \$41,031 | \$41,067 | 0.0% |
| Luxury Full-size SUV/Crossover | \$84,585 | \$83,605 | \$83,586 | 1.2% |
| Luxury Mid-size SUV/Crossover | \$54,753 | \$55,248 | \$53,488 | -0.9% |
| Mid-size Car | \$25,100 | \$25,084 | \$25,043 | 0.1% |
| Mid-size Pickup Truck | \$31,933 | \$31,685 | \$29,571 | 0.8% |
| Mid-size SUV/Crossover | \$37,247 | \$37,278 | \$36,427 | -0.1% |
| Minivan | \$32,659 | \$32,329 | \$32,383 | 1.0% |
| Sports Car | \$35,296 | \$35,403 | \$33,248 | -0.3% |
| Subcompact Car | \$15,419 | \$15,371 | \$15,634 | 0.3% |
| Subcompact SUV/Crossover | \$24,696 | \$24,921 | \$24,524 | -0.9% |
| Van | \$32,942 | \$32,568 | \$32,517 | 1.1% |
| Grand Total | \$33,845 | \$33,961 | \$32,706 | -0.3% |

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