

New-Car Transaction Prices Up 2 Percent In September 2015, According To Kelley Blue Book

Volkswagen Group Down Nearly 2 Percent from Last Month

IRVINE, Calif., Oct. 1, 2015 /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 \$33,730 in September 2015. [New-car prices](#) have increased by \$660 (up 2 percent) from September 2014, while climbing \$167 (up 0.5 percent) from last month.



"Transaction prices continue to rise, with month-over-month increases spurred primarily by luxury utility vehicles, while year-over-year numbers are driven by strength in trucks, vans, crossovers and full-size cars," said Akshay Anand, analyst for Kelley Blue Book. "At the manufacturer level, nearly all automakers beat the year-over-year industry average, with the exception of [Toyota Motor Company](#) and [Volkswagen Group](#). The recent Volkswagen crisis undoubtedly has impacted pricing, and likely will impact sales. The automaker has a rough road ahead, not only through 2015 but into 2016 as well."

Manufacturer	September 2015 Transaction Price (Avg.)*	August 2015 Transaction Price (Avg.)*	September 2014 Transaction Price (Avg.)*	Percent Change August 2015 to September 2015*	Percent Change September 2014 to September 2015*
American Honda (Acura, Honda)	\$27,298	\$27,082	\$26,738	0.8%	2.1%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$34,809	\$34,790	\$33,429	0.1%	4.1%
Ford Motor Company (Ford, Lincoln)	\$36,803	\$36,697	\$35,466	0.3%	3.8%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$38,656	\$38,479	\$37,278	0.5%	3.7%
Hyundai-Kia	\$25,303	\$25,188	\$24,531	0.5%	3.1%
Nissan North America (Nissan, Infiniti)	\$28,033	\$28,012	\$27,230	0.1%	2.9%
Toyota Motor Company (Lexus, Scion, Toyota)	\$30,733	\$30,615	\$30,539	0.4%	0.6%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$39,008	\$39,647	\$39,045	-1.6%	-0.1%
Industry	\$33,730	\$33,563	\$33,070	0.5%	2.0%

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

September's biggest winners year-over-year are [Dodge](#), [Fiat](#), [GMC](#), [Mazda](#) and [Volvo](#), all reporting transaction growth well above 5 percent. Dodge average

transaction price strength is fueled by its Challenger and Charger, as the Hellcat trim levels continue to climb in popularity. GMC growth is due to the Sierra, which should continue to help the brand as the refreshed 2016 model debuted this week. Mazda pricing is up across the board. In fact, every vehicle within Mazda's lineup is up from this time last year. This is a great sign for the brand, as profitability keeps increasing along with stellar sales growth.

"Volvo's XC90 transaction prices have jumped an astonishing 41 percent year-over-year, which is by far the best mark for any vehicle, regardless of brand," said Anand. "Considering the industry average in that same span is at 2 percent, this stellar reception for the redesigned XC90 is a great sign for Volvo's brand turnaround."

Segment	September 2015 Transaction Price (Avg.)*	August 2015 Transaction Price (Avg.)*	September 2014 Transaction Price (Avg.)*	Percent Change August 2015 to September 2015*	Percent Change September 2014 to September 2015*
Compact Car	\$20,469	\$20,353	\$20,373	0.6%	0.5%
Compact SUV/Crossover	\$27,316	\$27,123	\$26,650	0.7%	2.5%
Electric Vehicle	\$35,269	\$35,233	\$36,028	0.1%	-2.1%
Entry-level Luxury Car	\$39,626	\$39,664	\$40,033	-0.1%	-1.0%
Full-size Car	\$34,394	\$34,312	\$33,070	0.2%	4.0%
Full-size Pickup Truck	\$46,046	\$45,963	\$43,356	0.2%	6.2%
Full-Size SUV/Crossover	\$46,809	\$46,398	\$45,706	0.9%	2.4%
High Performance Car	\$91,614	\$91,370	\$91,946	0.3%	-0.4%
High-end Luxury Car	\$91,551	\$92,870	\$91,694	-1.4%	-0.2%
Hybrid/Alternative Energy Car	\$25,462	\$25,369	\$25,748	0.4%	-1.1%
Luxury Car	\$55,248	\$55,370	\$55,566	-0.2%	-0.6%
Luxury Compact SUV/Crossover	\$42,087	\$42,050	\$41,784	0.1%	0.7%
Luxury Full-size SUV/Crossover	\$66,555	\$65,838	\$67,208	1.1%	-1.0%
Luxury Mid-size SUV/Crossover	\$52,288	\$51,302	\$54,332	1.9%	-3.8%
Mid-size Car	\$25,181	\$25,136	\$24,949	0.2%	0.9%
Mid-size Pickup Truck	\$29,630	\$29,599	\$28,531	0.1%	3.9%
Mid-size SUV/Crossover	\$34,145	\$34,104	\$33,157	0.1%	3.0%
Minivan/Van	\$33,150	\$33,263	\$31,645	-0.3%	4.8%
Sports Car	\$31,226	\$31,405	\$31,512	-0.6%	-0.9%
Subcompact Car	\$17,922	\$18,041	\$17,636	-0.7%	1.6%
Industry	\$33,730	\$33,563	\$33,070	0.5%	2.0%

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

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.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.


About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

Logo - <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>

SOURCE Kelley Blue Book

For further information: Chintan Talati, 949-267-4855, chintan.talati@kbb.com,
Joanna Pinkham, 404-568-7135, joanna.pinkham@kbb.com, Brenna Robinson, 949-
267-4781, brenna.robinson@kbb.com, or Michelle Behar, 949-268-4259,
michelle.behar@kbb.com

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/kbb/new-car-transaction-prices-up-september-2015-volkswagen-down>