

## New Car Transaction Prices in January 2014 Fall Below \$30,000, According to Cars.com

*Overall Incentives Are Down 6%*

CHICAGO, Jan. 30, 2014 /PRNewswire/ -- Cars.com, the leading online resource for buying and selling new and used vehicles, estimated today that the average transaction price (ATP) for light vehicles in the U.S. was \$29,882 in January 2014, down \$356 (-1.2 percent) from January 2013; and down \$1,032 (-3.3 percent) from December 2013.

In addition, Cars.com estimated that the average incentive for light vehicles was \$2,383 in January 2014, down \$151 (6.0 percent) from January 2013; and down \$425 (-15.1 percent) from December 2013.

"After what appeared to be an unstoppable run, transaction prices finally experienced a measurable drop in January," said Jesse Toprak, Chief Analyst for Cars.com. "The Dow dropped more than 500 points causing buyers to hesitate in purchasing vehicles with higher price tags while vehicles under \$30,000 carried the industry sales to an essentially flat performance. Even though the incentives dropped this month, the current pace of inventory accumulation at the dealerships has the potential to cause heated incentive battles in competitive segments in the coming months."

<b>Manufacturer</b>	<b>January 2014 Transaction Price</b>	<b>December 2013 Transaction Price</b>	<b>January 2013 Transaction Price</b>	<b>Percent Change January 2013 to January 2014</b>	<b>Percent Change December 2013 to January 2014</b>
Chrysler Group	\$31,064	\$31,749	\$31,201	-0.4%	-2.2%
Ford	\$32,032	\$32,715	\$32,204	-0.5%	-2.1%
GM	\$33,845	\$34,838	\$34,662	-2.4%	-2.9%
Honda	\$26,312	\$26,746	\$26,031	1.1%	-1.6%
Hyundai/Kia	\$22,476	\$22,422	\$21,977	2.3%	0.2%
Nissan	\$25,262	\$26,257	\$25,069	0.8%	-3.8%
Toyota	\$28,502	\$29,601	\$28,105	1.4%	-3.7%
Volkswagen	\$35,442	\$36,433	\$33,479	5.9%	-2.7%
<b>Industry</b>	<b>\$29,882</b>	<b>\$30,914</b>	<b>\$30,238</b>	<b>-1.2%</b>	<b>-3.3%</b>

<b>Manufacturer</b>	<b>January 2014 Incentives</b>	<b>December 2013 Incentives</b>	<b>January 2013 Incentives</b>	<b>Percent Change January 2013 to January 2014</b>	<b>Percent Change December 2013 to January 2014</b>
Chrysler Group	\$2,776	\$2,992	\$3,368	-17.6%	-7.2%
Ford	\$3,264	\$3,625	\$2,833	15.2%	-10.0%
GM	\$2,792	\$3,458	\$3,004	-7.1%	-19.3%
Honda	\$1,661	\$1,706	\$1,116	48.8%	-2.6%
Hyundai/Kia	\$1,945	\$2,042	\$1,803	7.9%	-4.8%
Nissan	\$2,359	\$2,998	\$2,419	-2.5%	-21.3%
Toyota	\$1,920	\$2,174	\$1,874	2.5%	-11.7%
Volkswagen	\$2,098	\$2,319	\$2,114	-0.8%	-9.5%
<b>Industry</b>	<b>\$2,383</b>	<b>\$2,808</b>	<b>\$2,534</b>	<b>-6.0%</b>	<b>-15.1%</b>

Cars.com shares industry news, insights and dealership best practices to help dealers and manufacturers better understand the automotive landscape, automotive shopping trends and new consumer behavior. For more information, visit <http://dealeradvantage.cars.com/>.

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