

October Average Transaction Price Reaches Highest Mark of 2014

Cars.com reports SUV and truck sales propel new-car market to YTD highs

CHICAGO, Nov. 3, 2014 /PRNewswire/ -- Cars.com reports today that October's Average Transaction Price (ATP) for new light-vehicle sales in the United States was \$30,382, up 0.1 percent (\$42) from September, and down -1.4 percent (-\$416) from October 2013.

"ATPs reached their highest point so far this year in October, thanks to the resurgence of higher priced SUV and truck sales," said Jesse Toprak, chief analyst at Cars.com. "However, a year-over-year decline in ATPs and an increase in incentive spending indicate relative softening in consumer demand. We anticipate that automakers will be aggressive, yet strategic, with their incentive and marketing programs through the end of the year, finishing 2014 with approximately 16.5 million units sold."

Fiat Chrysler and General Motors are projected to report their highest ATPs ever, while Hyundai/Kia is expected to see its highest ATP since September 2012.

Incentive spending in October is projected to increase 6.1 percent (\$158) year-over-year, but drop 7.2 percent (-\$215) compared to September. The average incentive amount for light-vehicles this month is expected to be \$2,759.

Each of the Big 8 automakers has decreased incentive spending since September, but averages have increased across the board, except for General Motors, since this time last year.

Manufacturer	October 2014 Forecast Transaction Price	September 2014 Transaction Price	October 2013 Transaction Price	Percent Change October 2013 to October 2014	Percent Change September 2014 to October 2014
Fiat Chrysler	\$ 31,824	\$ 31,796	\$ 30,983	2.7%	0.1%
Ford	\$ 32,896	\$ 32,141	\$ 33,986	-3.2%	2.3%
GM	\$ 35,861	\$ 35,742	\$ 34,672	3.4%	0.3%
Honda	\$ 25,169	\$ 25,270	\$ 27,586	-8.8%	-0.4%
Hyundai/Kia	\$ 23,105	\$ 22,875	\$ 22,485	2.8%	1.0%
Nissan	\$ 24,549	\$ 24,459	\$ 28,362	-13.4%	0.4%
Toyota	\$ 28,323	\$ 28,103	\$ 29,463	-3.9%	0.8%
Volkswagen	\$ 36,247	\$ 36,896	\$ 35,527	2.0%	-1.8%
Industry	\$ 30,382	\$ 30,340	\$ 30,798	-1.4%	0.1%

Manufacturer	October 2014 Forecast Incentives	September 2014 Incentives	October 2013 Incentives	Percent Change October 2013 to October 2014	Percent Change September 2014 to October 2014
Fiat Chrysler	\$ 3,364	\$ 3,531	\$ 3,170	6.1%	-4.7%
Ford	\$ 3,408	\$ 3,591	\$ 3,329	2.4%	-5.1%
GM	\$ 3,349	\$ 3,670	\$ 3,404	-1.6%	-8.7%
Honda	\$ 2,048	\$ 2,191	\$ 1,568	30.6%	-6.5%
Hyundai/Kia	\$ 2,037	\$ 2,051	\$ 1,879	8.4%	-0.7%
Nissan	\$ 3,196	\$ 3,235	\$ 2,152	48.5%	-1.2%
Toyota	\$ 1,987	\$ 2,201	\$ 1,852	7.3%	-9.7%
Volkswagen	\$ 2,655	\$ 2,784	\$ 2,178	21.9%	-4.6%
Industry	\$ 2,759	\$ 2,974	\$ 2,601	6.1%	-7.2%

About Cars.com

Launched in 1998, Cars.com is a leading independent research site for car shoppers with approximately 30 million visits per month. The Chicago-based company provides shoppers with credible and easy-to-understand information from consumers and experts. Leveraging its growing audience, Cars.com informs digital marketing strategies through consumer insights and innovative products, helping automotive dealers and manufacturers

more effectively reach in-market car shoppers. Cars.com is owned by Gannett Co., Inc. (NYSE: GCI). For more information, visit www.dealers.cars.com.

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