

Industry Average Transaction Price Climbs for Third Consecutive Month

Cars.com reports GM sees highest ATP ever, incentives decrease across the board

CHICAGO, Dec. 2, 2014 /PRNewswire/ -- Cars.com reports today that November's Average Transaction Price (ATP) for new light-vehicle sales in the United States was \$30,445, up 0.2 percent (\$63) from October, and down -0.6 percent (-\$189) from November 2013.

"Industry fundamentals continue to be strong with incentives spending in check and ATPs at very healthy levels," said Jesse Toprak, chief analyst at Cars.com. "Helped by a robust demand for large trucks and large SUVs, in part due to lower gas prices, new-car sales are expected to remain strong into 2015."

General Motors is projected to report its highest ATP ever, while Hyundai/Kia is forecasted to see its highest ATP since September 2012. Industry-wide, ATPs have increased and average incentives have decreased for the third consecutive month.

Incentive spending in November is projected to decrease 0.3 percent (\$-8) year-over-year and drop 1.4 percent (-\$39) compared to October. The average incentive amount for light-vehicles this month is forecasted to be \$2,682.

Manufacturer	November 2014 Forecast Transaction Price	October 2014 Transaction Price	November 2013 Transaction Price	Percent Change November 2013 to November 2014	Percent Change October 2014 to November 2014
Fiat Chrysler	\$ 31,509	\$ 31,824	\$ 31,547	-0.1%	-1.0%
Ford	\$ 33,014	\$ 32,896	\$ 33,562	-1.6%	0.4%
GM	\$ 36,587	\$ 35,861	\$ 34,896	4.8%	2.0%
Honda	\$ 25,142	\$ 25,169	\$ 27,149	-7.4%	-0.1%
Hyundai/Kia	\$ 23,214	\$ 23,105	\$ 22,568	2.9%	0.5%
Nissan	\$ 24,818	\$ 24,549	\$ 28,304	-12.3%	1.1%
Toyota	\$ 28,710	\$ 28,323	\$ 29,515	-2.7%	1.4%
Volkswagen*	\$ 36,903	\$ 36,247	\$ 35,296	4.6%	1.8%
Industry	\$ 30,445	\$ 30,382	\$ 30,634	-0.6%	0.2%

Manufacturer	November 2014 Forecast Incentives	October 2014 Incentives	November 2013 Incentives	Percent Change November 2013 to November 2014	Percent Change October 2014 to November 2014
Fiat Chrysler	\$ 3,172	\$ 3,098	\$ 3,065	3.5%	2.4%
Ford	\$ 3,120	\$ 3,201	\$ 3,354	-7.0%	-2.5%
GM	\$ 3,022	\$ 3,300	\$ 3,557	-15.0%	-8.4%
Honda	\$ 1,706	\$ 1,846	\$ 1,897	-10.1%	-7.6%
Hyundai/Kia	\$ 2,015	\$ 1,903	\$ 1,740	15.8%	5.9%
Nissan	\$ 3,438	\$ 3,284	\$ 2,723	26.3%	4.7%
Toyota	\$ 1,876	\$ 1,897	\$ 1,948	-3.7%	-1.1%
Volkswagen*	\$ 2,741	\$ 2,598	\$ 2,200	24.6%	5.5%
Industry	\$ 2,682	\$ 2,721	\$ 2,690	-0.3%	-1.4%

*Volkswagen estimates include Volkswagen, Porsche and Audi makes

About Cars.com

Launched in 1998, [Cars.com](http://www.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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/industry-average->

[transaction-price-climbs-for-third-consecutive-month-300003534.html](#)

SOURCE Cars.com

For further information: Media Contacts: Thomas Muellner, tmuellner@cars.com, 312-601-5635

[https://investor.cars.com/2014-12-02-Industry-Average-Transaction-Price-Climbs-for-Third-Consecutive-Month](#)