



Data Tables for January 2024 Kelley Blue Book Average Transaction Prices Report

Manufacturer	January 2024 Transaction Price (Avg)*	December 2023 Transaction Price (Avg)*	January 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$68,191	\$69,082	\$68,598	-1.3%	-0.6%
Mercedes-Benz Group	\$79,211	\$77,801	\$81,707	1.8%	-3.1%
Ford Motor Company	\$53,755	\$55,035	\$56,751	-2.3%	-5.3%
Geely Auto Group	\$56,099	\$56,094	\$60,644	0.0%	-7.5%
General Motors	\$50,680	\$52,452	\$51,648	-3.4%	-1.9%
Honda Motor Company	\$36,890	\$37,620	\$37,444	-1.9%	-1.5%
Hyundai Motor Group	\$37,049	\$38,106	\$35,648	-2.8%	3.9%
Mazda Motor Corporation	\$35,359	\$35,558	\$33,665	-0.6%	5.0%
Renault-Nissan-Mitsubishi Alliance	\$34,927	\$35,932	\$37,377	-2.8%	-6.6%
Stellantis	\$58,531	\$58,678	\$56,680	-0.3%	3.3%
Subaru Corporation	\$35,168	\$35,208	\$35,098	-0.1%	0.2%
Tata Motors	\$96,683	\$103,627	\$101,049	-6.7%	-4.3%
Tesla Motors	\$49,518	\$49,802	\$62,350	-0.6%	-20.6%
Toyota Motor Corporation	\$42,686	\$43,084	\$41,474	-0.9%	2.9%
Volkswagen Group	\$56,514	\$57,222	\$57,190	-1.2%	-1.2%
Industry	\$47,401	\$48,652	\$49,125	-2.6%	-3.5%

**Kelley Blue Book average transaction prices do not include applied consumer incentives*

Make	January 2024 Transaction Price (Avg)*	December 2023 Transaction Price (Avg)*	January 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$50,638	\$50,693	\$51,446	-0.1%	-1.6%
Alfa Romeo	\$52,018	\$51,501	\$52,668	1.0%	-1.2%
Audi	\$63,296	\$65,040	\$62,415	-2.7%	1.4%
BMW	\$70,522	\$72,143	\$71,279	-2.3%	-1.1%
Buick	\$37,368	\$38,950	\$39,133	-4.1%	-4.5%
Cadillac	\$71,699	\$71,474	\$67,958	0.3%	5.5%
Chevrolet	\$45,963	\$48,037	\$47,075	-4.3%	-2.4%
Chrysler	\$51,179	\$50,337	\$47,407	1.7%	8.0%
Dodge	\$52,799	\$52,835	\$52,174	-0.1%	1.2%
Fiat	\$17,194	\$16,529	\$32,325	4.0%	-46.8%
Ford	\$53,184	\$54,407	\$56,267	-2.3%	-5.5%
Genesis	\$62,526	\$63,236	\$61,460	-1.1%	1.7%
GMC	\$63,996	\$64,740	\$63,994	-1.2%	0.0%
Honda	\$35,486	\$36,100	\$35,673	-1.7%	-0.5%
Hyundai	\$36,391	\$37,873	\$35,162	-3.9%	3.5%
Infiniti	\$59,400	\$59,916	\$59,992	-0.9%	-1.0%
Jaguar	\$59,201	\$73,655	\$73,068	-19.6%	-19.0%
Jeep	\$54,283	\$54,427	\$53,736	-0.3%	1.0%
Kia	\$35,533	\$35,560	\$34,196	-0.1%	3.9%
Land Rover	\$100,617	\$106,630	\$105,546	-5.6%	-4.7%
Lexus	\$59,400	\$58,148	\$56,051	2.2%	6.0%
Lincoln	\$65,598	\$67,365	\$68,351	-2.6%	-4.0%
Mazda	\$35,359	\$35,558	\$33,665	-0.6%	5.0%
Mercedes-Benz	\$79,211	\$77,801	\$81,707	1.8%	-3.1%
Mini	\$40,427	\$39,488	\$38,007	2.4%	6.4%
Mitsubishi	\$31,541	\$31,514	\$30,915	0.1%	2.0%
Nissan	\$33,553	\$34,248	36187	-2.0%	-7.3%
Polestar	\$57,694	\$60,039	\$63,596	-3.9%	-9.3%
Porsche	\$116,456	\$118,253	\$110,931	-1.5%	5.0%
Ram	\$68,244	\$67,485	63737	1.1%	7.1%
Subaru	\$35,168	\$35,208	\$35,098	-0.1%	0.2%
Tesla	\$49,518	\$49,802	\$62,350	-0.6%	-20.6%
Toyota	\$40,060	\$40,062	\$38,859	0.0%	3.1%
Volkswagen	\$37,625	\$38,751	\$39,213	-2.9%	-4.0%
Volvo	\$55,974	\$55,776	\$60,374	0.4%	-7.3%
Industry	\$47,401	\$48,652	\$49,125	-2.6%	-3.5%

*Kelley Blue Book average transaction prices do not include applied consumer incentives

Category	January 2024 Transaction Price (Avg)*	December 2023 Transaction Price (Avg)*	January 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,899	\$26,929	\$26,343	-0.1%	2.1%
Compact SUV/Crossover	\$36,044	\$36,356	\$36,143	-0.9%	-0.3%
Entry-level Luxury Car	\$56,026	\$57,106	\$55,534	-1.9%	0.9%
Full-size Car	\$47,541	\$47,124	\$47,515	0.9%	0.1%
Full-size Pickup Truck	\$64,356	\$64,770	\$64,796	-0.6%	-0.7%
Full-size SUV/Crossover	\$70,642	\$71,966	\$75,620	-1.8%	-6.6%
High Performance Car	\$125,944	\$129,634	\$119,178	-2.9%	5.7%
High-end Luxury Car	\$114,596	\$116,934	\$122,345	-2.0%	-6.3%
Luxury Car	\$51,119	\$51,413	\$56,622	-0.6%	-9.7%
Luxury Compact SUV/Crossover	\$50,965	\$52,172	\$57,879	-2.3%	-11.9%
Luxury Full-size SUV/Crossover	\$103,821	\$104,694	\$111,840	-0.8%	-7.2%
Luxury Mid-size SUV/Crossover	\$72,847	\$72,268	\$73,552	0.8%	-1.0%
Luxury Subcompact SUV/Crossover	\$41,037	\$41,598	\$40,982	-1.4%	0.1%
Mid-size Car	\$31,792	\$32,210	\$30,766	-1.3%	3.3%
Mid-size SUV/Crossover	\$48,558	\$48,470	\$47,984	0.2%	1.2%
Minivan	\$47,958	\$46,695	\$46,331	2.7%	3.5%
Small/Mid-size Pickup Truck	\$39,640	\$40,655	\$41,896	-2.5%	-5.4%
Sports Car	\$47,970	\$48,389	\$47,331	-0.9%	1.4%
Subcompact Car	\$23,775	\$26,227	\$23,848	-9.4%	-0.3%
Subcompact SUV/Crossover	\$30,212	\$30,374	\$30,230	-0.5%	-0.1%
Van	\$54,526	\$53,090	\$58,863	2.7%	-7.4%
Industry	\$47,401	\$48,652	\$49,125	-2.6%	-3.5%

*Kelley Blue Book average transaction prices do not include applied consumer incentives