



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

Manufacturer	February 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	February 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$68,234	\$68,114	\$69,097	0.2%	-1.2%
Mercedes-Benz Group	\$77,688	\$78,670	\$81,044	-1.3%	-4.1%
Ford Motor Company	\$53,918	\$53,718	\$55,758	0.4%	-3.3%
Geely Auto Group	\$56,620	\$56,516	\$58,631	0.2%	-3.4%
General Motors	\$51,151	\$50,722	\$51,215	0.9%	-0.1%
Honda Motor Company	\$37,132	\$36,900	\$38,175	0.6%	-2.7%
Hyundai Motor Group	\$36,956	\$37,057	\$35,550	-0.3%	4.0%
Mazda Motor Corporation	\$34,481	\$35,376	\$33,119	-2.5%	4.1%
Renault-Nissan-Mitsubishi Alliance	\$34,883	\$34,887	\$38,110	0.0%	-8.5%
Stellantis	\$58,710	\$58,623	\$55,307	0.2%	6.2%
Subaru Corporation	\$34,889	\$35,173	\$34,505	-0.8%	1.1%
Tata Motors	\$99,262	\$96,243	\$97,297	3.1%	2.0%
Tesla Motors	\$50,307	\$48,066	\$59,989	4.7%	-16.1%
Toyota Motor Corporation	\$42,741	\$42,672	\$41,627	0.2%	2.7%
Volkswagen Group	\$55,860	\$56,521	\$56,956	-1.2%	-1.9%
Industry	\$47,244	\$47,279	\$48,316	-0.1%	-2.2%

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

Make	February 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	February 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$50,929	\$50,660	\$50,801	0.5%	0.3%
Alfa Romeo	\$51,941	\$51,772	\$53,399	0.3%	-2.7%
Audi	\$64,450	\$63,138	\$62,303	2.1%	3.4%
BMW	\$70,642	\$70,435	\$71,798	0.3%	-1.6%
Buick	\$36,876	\$37,360	\$38,898	-1.3%	-5.2%
Cadillac	\$73,340	\$71,824	\$66,614	2.1%	10.1%
Chevrolet	\$46,709	\$46,050	\$47,331	1.4%	-1.3%
Chrysler	\$50,053	\$51,367	\$46,751	-2.6%	7.1%
Dodge	\$52,704	\$53,129	\$51,828	-0.8%	1.7%
Fiat	\$28,937	\$17,236	\$31,138	67.9%	-7.1%
Ford	\$53,309	\$53,155	\$55,231	0.3%	-3.5%
Genesis	\$63,007	\$62,578	\$61,773	0.7%	2.0%
GMC	\$64,269	\$63,888	\$61,865	0.6%	3.9%
Honda	\$35,788	\$35,495	\$36,371	0.8%	-1.6%
Hyundai	\$36,446	\$36,422	\$35,133	0.1%	3.7%
Infiniti	\$57,655	\$59,414	\$60,762	-3.0%	-5.1%
Jaguar	\$63,306	\$58,823	\$70,454	7.6%	-10.1%
Jeep	\$56,087	\$54,312	\$52,530	3.3%	6.8%
Kia	\$35,446	\$35,515	\$34,127	-0.2%	3.9%
Land Rover	\$102,220	\$100,633	\$102,169	1.6%	0.0%
Lexus	\$58,886	\$59,329	\$56,711	-0.8%	3.8%
Lincoln	\$65,724	\$65,412	\$68,623	0.5%	-4.2%
Mazda	\$34,481	\$35,376	\$33,119	-2.5%	4.1%
Mercedes-Benz	\$77,688	\$78,670	\$81,044	-1.3%	-4.1%
Mini	\$39,292	\$40,469	\$38,418	-2.9%	2.3%
Mitsubishi	\$31,347	\$31,550	\$30,831	-0.6%	1.7%
Nissan	\$34,020	\$33,502	\$37,176	1.6%	-8.5%
Polestar	\$56,180	\$58,332	\$63,311	-3.7%	-11.3%
Porsche	\$116,304	\$116,852	\$111,638	-0.5%	4.2%
Ram	\$70,312	\$68,302	\$62,118	2.9%	13.2%
Subaru	\$34,889	\$35,173	\$34,505	-0.8%	1.1%
Tesla	\$50,307	\$48,066	\$59,989	4.7%	-16.1%
Toyota	\$40,188	\$40,054	\$39,269	0.3%	2.3%
Volkswagen	\$38,706	\$37,633	\$38,569	2.9%	0.4%
Volvo	\$56,654	\$56,317	\$58,212	0.6%	-2.7%
Industry	\$47,244	\$47,279	\$48,316	-0.1%	-2.2%

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Category	February 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	February 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,728	\$26,883	\$26,335	-0.6%	1.5%
Compact SUV/Crossover	\$35,945	\$35,997	\$35,820	-0.1%	0.3%
Entry-level Luxury Car	\$55,916	\$56,133	\$55,352	-0.4%	1.0%
Full-size Car	\$45,805	\$47,404	\$47,346	-3.4%	-3.3%
Full-size Pickup Truck	\$64,492	\$64,577	\$64,053	-0.1%	0.7%
Full-size SUV/Crossover	\$77,398	\$78,073	\$75,705	-0.9%	2.2%
High Performance Car	\$118,935	\$124,322	\$122,258	-4.3%	-2.7%
High-end Luxury Car	\$114,129	\$94,238	\$121,197	21.1%	-5.8%
Luxury Car	\$52,398	\$52,771	\$56,397	-0.7%	-7.1%
Luxury Compact SUV/Crossover	\$51,142	\$51,071	\$56,192	0.1%	-9.0%
Luxury Full-size SUV/Crossover	\$87,727	\$86,021	\$106,287	2.0%	-17.5%
Luxury Mid-size SUV/Crossover	\$71,480	\$72,087	\$71,952	-0.8%	-0.7%
Luxury Subcompact SUV/Crossover	\$40,454	\$40,431	\$40,313	0.1%	0.3%
Mid-size Car	\$31,706	\$31,801	\$31,166	-0.3%	1.7%
Mid-size SUV/Crossover	\$48,763	\$48,745	\$48,273	0.0%	1.0%
Minivan	\$48,007	\$48,061	\$45,951	-0.1%	4.5%
Small/Mid-size Pickup Truck	\$40,487	\$40,740	\$40,257	-0.6%	0.6%
Sports Car	\$46,960	\$48,142	\$46,667	-2.5%	0.6%
Subcompact Car	\$24,462	\$23,764	\$23,911	2.9%	2.3%
Subcompact SUV/Crossover	\$30,082	\$30,214	\$30,176	-0.4%	-0.3%
Van	\$57,865	\$54,262	\$56,445	6.6%	2.5%
Industry	\$47,244	\$47,279	\$48,316	-0.1%	-2.2%

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