



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

Manufacturer	March 2024 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	March 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$68,129	\$68,317	\$69,097	-0.28%	-1.40%
Mercedes-Benz Group	\$79,539	\$78,957	\$81,044	0.74%	-1.86%
Fisker	\$71,660	-	-	-	-
Ford Motor Company	\$54,252	\$54,704	\$55,758	-0.83%	-2.70%
Geely Auto Group	\$56,408	\$56,876	\$58,631	-0.82%	-3.79%
General Motors	\$51,591	\$51,791	\$51,215	-0.39%	0.73%
Honda Motor Company	\$37,572	\$37,601	\$38,175	-0.08%	-1.58%
Hyundai Motor Group	\$37,553	\$37,345	\$35,550	0.56%	5.63%
Lucid Motors	\$88,904	\$84,940	\$117,480	4.67%	-24.32%
Mazda Motor Corporation	\$33,805	\$34,488	\$33,119	-1.98%	2.07%
Renault-Nissan-Mitsubishi Alliance	\$34,977	\$35,263	\$38,110	-0.81%	-8.22%
Stellantis	\$58,243	\$59,343	\$55,307	-1.85%	5.31%
Subaru Corporation	\$35,026	\$34,967	\$34,505	0.17%	1.51%
Tata Motors	\$98,309	\$97,751	\$97,297	0.57%	1.04%
Tesla Motors	\$52,714	\$52,340	\$59,989	0.71%	-12.13%
Toyota Motor Corporation	\$43,525	\$43,024	\$41,627	1.16%	4.56%
Volkswagen Group	\$52,350	\$54,840	\$56,956	-4.54%	-8.09%
Industry	\$47,218	\$47,672	\$48,533	-0.95%	-2.71%

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

Make	March 2024 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	March 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$51,606	\$51,652	\$51,361	-0.09%	0.48%
Alfa Romeo	\$52,509	\$51,658	\$53,410	1.65%	-1.69%
Audi	\$63,894	\$65,004	\$62,163	-1.71%	2.78%
BMW	\$70,314	\$70,725	\$71,836	-0.58%	-2.12%
Buick	\$35,703	\$36,739	\$38,286	-2.82%	-6.75%
Cadillac	\$72,539	\$73,652	\$72,320	-1.51%	0.30%
Chevrolet	\$47,597	\$47,447	\$47,869	0.32%	-0.57%
Chrysler	\$50,824	\$50,786	\$47,965	0.08%	5.96%
Dodge	\$51,774	\$53,929	\$52,145	-4.00%	-0.71%
Fiat	\$25,071	\$28,728	\$33,639	-12.73%	-25.47%
Fisker	\$71,660	-	-	-	-
Ford	\$53,702	\$54,141	\$54,945	-0.81%	-2.26%
GMC	\$64,690	\$64,966	\$62,623	-0.42%	3.30%
Genesis	\$63,634	\$63,144	\$62,113	0.78%	2.45%
Honda	\$36,155	\$36,233	\$37,352	-0.21%	-3.20%
Hyundai	\$36,989	\$36,754	\$35,059	0.64%	5.50%
Infiniti	\$58,515	\$58,287	\$60,427	0.39%	-3.16%
Jaguar	\$74,258	\$73,261	\$73,155	1.36%	1.51%
Jeep	\$55,791	\$56,536	\$53,907	-1.32%	3.50%
Kia	\$35,872	\$35,938	\$34,510	-0.18%	3.95%
Land Rover	\$101,590	\$101,287	\$106,988	0.30%	-5.05%
Lexus	\$58,285	\$59,215	\$57,937	-1.57%	0.60%
Lincoln	\$64,221	\$65,622	\$70,970	-2.14%	-9.51%
Lucid	\$88,904	\$84,940	\$117,480	4.67%	-24.32%
Mazda	\$33,805	\$34,488	\$33,426	-1.98%	1.13%
Mercedes-Benz	\$79,539	\$78,957	\$82,491	0.74%	-3.58%
Mini	\$39,342	\$39,376	\$38,967	-0.09%	0.96%
Mitsubishi	\$31,277	\$31,465	\$31,900	-0.60%	-1.95%
Nissan	\$34,202	\$34,414	\$36,181	-0.62%	-5.47%
Polestar	\$54,868	\$56,014	\$62,034	-2.05%	-11.55%
Porsche	\$112,810	\$114,036	\$112,917	-1.07%	-0.09%
Ram	\$69,224	\$70,970	\$63,309	-2.46%	9.34%
Subaru	\$35,026	\$34,967	\$35,219	0.17%	-0.55%
Tesla	\$52,714	\$52,340	\$59,236	0.72%	-11.01%
Toyota	\$41,059	\$40,463	\$40,980	1.47%	0.19%
Volkswagen	\$37,877	\$38,772	\$38,433	-2.31%	-1.45%
Volvo	\$56,550	\$56,949	\$57,778	-0.70%	-2.13%
Industry	\$47,218	\$47,672	\$48,533	-0.95%	-2.71%

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Category	March 2024 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	March 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,873	\$27,029	\$26,781	-0.58%	0.35%
Compact SUV/Crossover	\$36,082	\$36,164	\$35,940	-0.23%	0.39%
Entry-level Luxury Car	\$56,568	\$56,238	\$55,306	0.59%	2.28%
Full-size Car	\$45,689	\$46,196	\$46,860	-1.10%	-2.50%
Full-size Pickup Truck	\$65,261	\$65,787	\$63,610	-0.80%	2.59%
Full-size SUV/Crossover	\$77,776	\$77,646	\$76,006	0.17%	2.33%
High Performance Car	\$120,381	\$122,051	\$124,026	-1.37%	-2.94%
High-end Luxury Car	\$111,416	\$113,935	\$117,509	-2.21%	-5.18%
Luxury Car	\$56,034	\$54,085	\$56,157	3.60%	-0.22%
Luxury Compact SUV/Crossover	\$50,882	\$51,642	\$56,265	-1.47%	-9.57%
Luxury Full-size Pickup Truck	\$104,173	\$105,758	\$109,229	-1.50%	-4.63%
Luxury Full-size SUV/Crossover	\$87,559	\$88,187	\$72,747	-0.71%	20.36%
Luxury Mid-size SUV/Crossover	\$72,403	\$71,322	\$79,650	1.52%	-9.10%
Luxury Subcompact SUV/Crossover	\$38,824	\$40,060	\$40,070	-3.08%	-3.11%
Mid-size Car	\$32,382	\$31,948	\$31,959	1.36%	1.32%
Mid-size SUV/Crossover	\$48,795	\$49,047	\$48,452	-0.51%	0.71%
Minivan	\$48,705	\$48,672	\$47,688	0.07%	2.13%
Small/Mid-size Pickup Truck	\$42,213	\$40,863	\$41,206	3.31%	2.44%
Sports Car	\$46,345	\$48,472	\$46,184	-4.39%	0.35%
Subcompact Car	\$24,097	\$24,708	\$24,299	-2.47%	-0.83%
Subcompact SUV/Crossover	\$30,083	\$30,262	\$30,587	-0.59%	-1.65%
Van	\$61,892	\$60,845	\$60,773	1.72%	1.84%
Industry	\$47,218	\$47,672	\$48,533	-0.95%	-2.71%

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