

Data Tables for January 2025 Kelley Blue Book Average Transaction Prices Report

Manufacturer	January 2025 Transaction Price (Avg)*	December 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$71,751	\$71,342	\$68,473	0.6%	4.8%
Ford Motor Company	\$56,146	\$57,131	\$54,971	-1.7%	2.1%
Geely Auto Group	\$60,451	\$59,047	\$56,523	2.4%	6.9%
General Motors	\$52,980	\$54,923	\$51,267	-3.5%	3.3%
Honda Motor Company	\$38,315	\$39,182	\$37,147	-2.2%	3.1%
Hyundai Motor Group	\$37,795	\$38,971	\$37,182	-3.0%	1.6%
Mazda Motor Corporation	\$36,080	\$35,894	\$35,331	0.5%	2.1%
Mercedes-Benz Group AG	\$77,662	\$77,747	\$82,005	-0.1%	-5.3%
Renault-Nissan-Mitsubishi Alliance	\$35,121	\$35,391	\$35,309	-0.8%	-0.5%
Stellantis	\$52,959	\$54,818	\$56,756	-3.4%	-6.7%
Subaru Corporation	\$34,831	\$34,743	\$35,135	0.3%	-0.9%
Tata Motors	\$102,121	\$99,920	\$94,424	2.2%	8.2%
Tesla Motors	\$55,380	\$55,261	\$52,995	0.2%	4.5%
Toyota Motor Corporation	\$44,234	\$44,981	\$43,019	-1.7%	2.8%
Volkswagen Group	\$55,600	\$55,485	\$53,743	0.2%	3.5%
Industry	\$48,641	\$49,738	\$48,031	-2.2%	1.3%

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

Make	January 2025 Transaction Price (Avg)*	December 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Acura	\$52,395	\$54,033	\$50,476	-3.0%	3.8%
Audi	\$64,854	\$61,935	\$63,702	4.7%	1.8%
BMW	\$74,429	\$73,491	\$70,769	1.3%	5.2%
Buick	\$35,132	\$35,595	\$36,589	-1.3%	-4.0%
Cadillac	\$84,913	\$79,584	\$71,340	6.7%	19.0%
Chevrolet	\$47,875	\$49,123	\$46,558	-2.5%	2.8%
Chrysler	\$47,690	\$47,508	\$50,335	0.4%	-5.3%
Dodge	\$49,206	\$51,806	\$53,893	-5.0%	-8.7%
Ford	\$55,704	\$56,512	\$54,495	-1.4%	2.2%
GMC	\$64,519	\$66,806	\$64,968	-3.4%	-0.7%
Genesis	\$63,191	\$62,764	\$61,987	0.7%	1.9%
Honda	\$36,926	\$37,608	\$35,786	-1.8%	3.2%
Hyundai	\$36,758	\$37,705	\$36,465	-2.5%	0.8%
Infiniti	\$67,316	\$65,653	\$60,480	2.5%	11.3%
Jaguar	\$69,969	\$67,213	\$70,440	4.1%	-0.7%
Jeep	\$49,421	\$50,752	\$54,158	-2.6%	-8.7%
Kia	\$36,624	\$37,677	\$35,776	-2.8%	2.4%
Land Rover	\$104,325	\$102,684	\$97,414	1.6%	7.1%
Lexus	\$60,737	\$59,498	\$59,554	2.1%	2.0%
Lincoln	\$65,396	\$66,614	\$64,846	-1.8%	0.8%
Mazda	\$36,080	\$35,894	\$35,331	0.5%	2.1%
Mercedes-Benz	\$77,662	\$77,747	\$82,005	-0.1%	-5.3%
Mini	\$40,951	\$40,546	\$41,133	1.0%	-0.4%
Mitsubishi	\$28,531	\$27,310	\$31,497	4.5%	-9.4%
Nissan	\$33,903	\$34,100	\$33,939	-0.6%	-0.1%
Porsche	\$114,869	\$115,420	\$106,223	-0.5%	8.1%
Ram	\$61,330	\$61,202	\$62,864	0.2%	-2.4%
Subaru	\$34,831	\$34,743	\$35,135	0.3%	-0.9%
Tesla	\$55,380	\$55,261	\$52,995	0.2%	4.5%
Toyota	\$41,585	\$41,870	\$40,420	-0.7%	2.9%
Volkswagen	\$36,812	\$36,556	\$37,754	0.7%	-2.5%
Industry	\$48,641	\$49,738	\$48,031	-2.2%	1.3%

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

Industry average includes some brands not listed

Category	January 2025 Transaction Price (Avg)*	December 2024 Transaction Price (Avg)*	January 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Compact Car	\$27,021	\$27,057	\$27,155	-0.1%	-0.5%
Compact SUV/Crossover	\$36,532	\$36,681	\$36,125	-0.4%	1.1%
Entry-level Luxury Car	\$57,732	\$56,121	\$55,851	2.9%	3.4%
Full-size Car	\$38,391	\$41,524	\$45,977	-7.5%	-16.5%
Full-size Pickup Truck	\$64,642	\$64,255	\$65,077	0.6%	-0.7%
Full-size SUV/Crossover	\$75,384	\$76,042	\$78,044	-0.9%	-3.4%
High Performance Car	\$120,653	\$122,393	\$115,585	-1.4%	4.4%
High-end Luxury Car	\$120,765	\$117,652	\$110,615	2.6%	9.2%
Luxury Car	\$58,059	\$58,942	\$57,735	-1.5%	0.6%
Luxury Compact SUV/Crossover	\$51,672	\$52,366	\$51,106	-1.3%	1.1%
Luxury Full-size SUV/Crossover	\$112,405	\$107,927	\$105,411	4.1%	6.6%
Luxury Mid-size SUV/Crossover	\$74,879	\$73,253	\$72,385	2.2%	3.4%
Luxury Subcompact SUV/Crossover	\$39,128	\$41,793	\$40,641	-6.4%	-3.7%
Mid-size Car	\$33,223	\$33,220	\$32,093	0.0%	3.5%
Mid-size SUV/Crossover	\$48,314	\$48,531	\$48,768	-0.4%	-0.9%
Minivan	\$47,902	\$47,368	\$47,784	1.1%	0.2%
Small/Mid-size Pickup Truck	\$43,544	\$43,962	\$40,892	-1.0%	6.5%
Sports Car	\$48,691	\$49,018	\$50,100	-0.7%	-2.8%
Subcompact Car	\$22,315	\$21,898	\$24,104	1.9%	-7.4%
Subcompact SUV/Crossover	\$29,604	\$29,725	\$30,283	-0.4%	-2.2%
Van	\$62,139	\$58,221	\$60,374	6.7%	2.9%
Industry	\$48,641	\$49,738	\$48,031	-2.2%	1.3%

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