



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

Manufacturer	February 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$70,404	\$71,784	\$69,239	-1.9%	1.7%
Ford Motor Company	\$54,557	\$56,135	\$54,337	-2.8%	0.4%
Geely Auto Group	\$60,940	\$60,421	\$56,690	0.9%	7.5%
General Motors	\$52,471	\$52,988	\$51,732	-1.0%	1.4%
Honda Motor Company	\$38,500	\$38,353	\$37,250	0.4%	3.4%
Hyundai Motor Group	\$37,862	\$37,796	\$37,172	0.2%	1.9%
Mazda Motor Corporation	\$36,326	\$36,064	\$34,344	0.7%	5.8%
Mercedes-Benz Group AG	\$76,159	\$77,776	\$79,930	-2.1%	-4.7%
Renault-Nissan-Mitsubishi Alliance	\$33,681	\$35,097	\$35,215	-4.0%	-4.4%
Stellantis	\$52,906	\$52,974	\$56,942	-0.1%	-7.1%
Subaru Corporation	\$34,958	\$34,833	\$34,880	0.4%	0.2%
Tata Motors	\$96,326	\$102,128	\$96,523	-5.7%	-0.2%
Tesla Motors	\$53,248	\$55,315	\$52,318	-3.7%	1.8%
Toyota Motor Corporation	\$44,835	\$44,264	\$43,058	1.3%	4.1%
Volkswagen Group	\$56,112	\$55,979	\$54,033	0.2%	3.8%
Industry	\$48,039	\$48,675	\$47,551	-1.3%	1.0%

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

Make	February 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$53,166	\$52,410	\$50,857	1.4%	4.5%
Audi	\$64,591	\$65,275	\$64,620	-1.0%	0.0%
BMW	\$72,649	\$74,466	\$71,650	-2.4%	1.4%
Buick	\$34,973	\$35,136	\$36,223	-0.5%	-3.5%
Cadillac	\$77,949	\$84,926	\$72,609	-8.2%	7.4%
Chevrolet	\$48,345	\$47,888	\$47,478	1.0%	1.8%
Chrysler	\$47,957	\$47,634	\$49,558	0.7%	-3.2%
Dodge	\$50,829	\$49,299	\$53,215	3.1%	-4.5%
Ford	\$54,082	\$55,693	\$53,786	-2.9%	0.6%
GMC	\$65,347	\$64,522	\$65,037	1.3%	0.5%
Genesis	\$63,522	\$63,237	\$63,317	0.5%	0.3%
Honda	\$37,101	\$36,966	\$35,926	0.4%	3.3%
Hyundai	\$36,784	\$36,757	\$36,554	0.1%	0.6%
Infiniti	\$71,216	\$67,197	\$58,562	6.0%	21.6%
Jaguar	\$73,847	\$70,128	\$71,991	5.3%	2.6%
Jeep	\$49,384	\$49,428	\$55,790	-0.1%	-11.5%
Kia	\$36,670	\$36,623	\$35,765	0.1%	2.5%
Land Rover	\$98,166	\$104,322	\$99,788	-5.9%	-1.6%
Lexus	\$61,032	\$60,742	\$59,036	0.5%	3.4%
Lincoln	\$65,166	\$65,397	\$65,001	-0.4%	0.3%
Mazda	\$36,326	\$36,064	\$34,344	0.7%	5.8%
Mercedes-Benz	\$76,159	\$77,776	\$79,930	-2.1%	-4.7%
MINI	\$41,704	\$40,941	\$40,261	1.9%	3.6%
Mitsubishi	\$30,410	\$28,520	\$31,313	6.6%	-2.9%
Nissan	\$32,263	\$33,883	\$34,361	-4.8%	-6.1%
Porsche	\$116,111	\$114,687	\$103,700	1.2%	12.0%
Ram	\$59,967	\$61,364	\$64,282	-2.3%	-6.7%
Subaru	\$34,958	\$34,833	\$34,880	0.4%	0.2%
Tesla	\$53,248	\$55,315	\$52,318	-3.7%	1.8%
Toyota	\$42,084	\$41,605	\$40,527	1.2%	3.8%
Volkswagen	\$37,087	\$37,426	\$38,812	-0.9%	-4.4%
Industry	\$48,039	\$48,675	\$47,551	-1.3%	1.0%

**Kelley Blue Book average transaction prices do not include applied consumer incentives
Industry average includes some brands not listed*

Category	February 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	February 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,882	\$27,068	\$26,865	-0.7%	0.1%
Compact SUV/Crossover	\$36,198	\$36,533	\$36,030	-0.9%	0.5%
Entry-level Luxury Car	\$56,428	\$57,769	\$55,891	-2.3%	1.0%
Full-size Car	\$38,272	\$38,391	\$44,899	-0.3%	-14.8%
Full-size Pickup Truck	\$63,578	\$64,641	\$64,874	-1.6%	-2.0%
Full-size SUV/Crossover	\$75,908	\$75,370	\$77,238	0.7%	-1.7%
High Performance Car	\$121,322	\$120,790	\$116,634	0.4%	4.0%
High-end Luxury Car	\$121,129	\$120,773	\$112,164	0.3%	8.0%
Luxury Car	\$57,194	\$57,953	\$55,840	-1.3%	2.4%
Luxury Compact SUV/Crossover	\$51,679	\$51,875	\$51,166	-0.4%	1.0%
Luxury Full-size SUV/Crossover	\$106,332	\$112,432	\$101,498	-5.4%	4.8%
Luxury Mid-size SUV/Crossover	\$74,313	\$74,872	\$71,750	-0.7%	3.6%
Luxury Subcompact SUV/Crossover	\$38,870	\$39,122	\$40,295	-0.6%	-3.5%
Mid-size Car	\$32,891	\$33,197	\$31,940	-0.9%	3.0%
Mid-size SUV/Crossover	\$48,403	\$48,315	\$48,820	0.2%	-0.9%
Minivan	\$48,086	\$47,872	\$47,837	0.4%	0.5%
Small/Mid-size Pickup Truck	\$42,801	\$43,538	\$40,835	-1.7%	4.8%
Sports Car	\$48,341	\$49,908	\$48,968	-3.1%	-1.3%
Subcompact Car	\$22,326	\$22,304	\$24,789	0.1%	-9.9%
Subcompact SUV/Crossover	\$29,754	\$29,604	\$30,179	0.5%	-1.4%
Van	\$57,442	\$62,485	\$59,761	-8.1%	-3.9%
Industry	\$48,039	\$48,675	\$47,551	-1.3%	1.0%

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