



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

Manufacturer	March 2025 Transaction Price (Avg)*	February 2025 Transaction Price (Avg)*	March 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
BMW	\$70,469	\$70,413	\$69,680	0.1%	1.1%
Ford Motor Company	\$54,200	\$54,563	\$53,622	-0.7%	1.1%
Geely Auto Group	\$60,036	\$58,356	\$55,042	2.9%	9.1%
General Motors	\$51,319	\$52,468	\$51,520	-2.2%	-0.4%
Honda Motor Company	\$38,819	\$38,491	\$37,227	0.9%	4.3%
Hyundai Motor Group	\$38,109	\$37,861	\$37,300	0.7%	2.2%
Mazda Motor Corporation	\$36,117	\$36,326	\$33,752	-0.6%	7.0%
Mercedes-Benz Group AG	\$77,618	\$76,402	\$81,415	1.6%	-4.7%
Renault-Nissan-Mitsubishi Alliance	\$34,205	\$33,650	\$34,961	1.6%	-2.2%
Stellantis	\$52,338	\$52,864	\$56,407	-1.0%	-7.2%
Subaru Corporation	\$35,076	\$34,955	\$34,856	0.3%	0.6%
Tata Motors	\$104,701	\$96,910	\$97,542	8.0%	7.3%
Tesla Motors	\$54,582	\$52,247	\$52,742	4.5%	3.5%
Toyota Motor Corporation	\$45,076	\$44,834	\$43,666	0.5%	3.2%
Volkswagen Group	\$55,321	\$54,399	\$51,530	1.7%	7.4%
Industry	\$47,462	\$47,577	\$47,342	-0.2%	0.3%

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

Make	March 2025 Transaction Price (Avg)*	February 2025 Transaction Price (Avg)*	March 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Acura	\$52,590	\$53,153	\$50,665	-1.1%	3.8%
Audi	\$63,175	\$64,583	\$62,890	-2.2%	0.5%
BMW	\$72,696	\$72,658	\$71,564	0.1%	1.6%
Buick	\$35,745	\$34,979	\$35,187	2.2%	1.6%
Cadillac	\$74,078	\$77,991	\$71,396	-5.0%	3.8%
Chevrolet	\$47,175	\$48,338	\$47,712	-2.4%	-1.1%
Chrysler	\$47,307	\$47,974	\$49,402	-1.4%	-4.2%
Dodge	\$49,548	\$50,876	\$51,539	-2.6%	-3.9%
Ford	\$53,414	\$54,087	\$53,066	-1.2%	0.7%
Genesis	\$64,512	\$63,601	\$64,161	1.4%	0.5%
GMC	\$64,946	\$65,342	\$63,463	-0.6%	2.3%
Honda	\$37,537	\$37,092	\$35,870	1.2%	4.6%
Hyundai	\$37,209	\$36,769	\$36,763	1.2%	1.2%
Infiniti	\$69,276	\$71,138	\$58,266	-2.6%	18.9%
Jaguar	\$64,403	\$68,369	\$72,628	-5.8%	-11.3%
Jeep	\$49,286	\$49,378	\$55,122	-0.2%	-10.6%
Kia	\$36,716	\$36,676	\$35,612	0.1%	3.1%
Land Rover	\$107,129	\$98,478	\$100,940	8.8%	6.1%
Lexus	\$61,237	\$61,054	\$58,320	0.3%	5.0%
Lincoln	\$68,281	\$65,199	\$63,697	4.7%	7.2%
Mazda	\$36,117	\$36,326	\$33,752	-0.6%	7.0%
Mercedes-Benz	\$77,618	\$76,402	\$81,415	1.6%	-4.7%
MINI	\$41,294	\$41,704	\$40,214	-1.0%	2.7%
Mitsubishi	\$31,692	\$30,393	\$31,266	4.3%	1.4%
Nissan	\$32,809	\$32,232	\$34,199	1.8%	-4.1%
Porsche	\$114,391	\$112,954	\$102,555	1.3%	11.5%
Ram	\$60,475	\$59,960	\$64,193	0.9%	-5.8%
Subaru	\$35,076	\$34,955	\$34,856	0.3%	0.6%
Tesla	\$54,582	\$52,247	\$52,742	4.5%	3.5%
Toyota	\$42,169	\$42,079	\$41,198	0.2%	2.4%
Volkswagen	\$37,271	\$37,086	\$37,912	0.5%	-1.7%
Industry	\$47,462	\$47,577	\$47,342	-0.2%	0.3%

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

Category	March 2025 Transaction Price (Avg)*	February 2025 Transaction Price (Avg)*	March 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$27,120	\$26,861	\$26,740	1.0%	1.4%
Compact SUV/Crossover	\$36,262	\$36,195	\$35,970	0.2%	0.8%
Entry-level Luxury Car	\$56,377	\$56,496	\$55,453	-0.2%	1.7%
Full-size Car	\$40,462	\$38,335	\$44,627	5.5%	-9.3%
Full-size Pickup Truck	\$63,623	\$63,586	\$64,480	0.1%	-1.3%
Full-size SUV/Crossover	\$75,761	\$75,898	\$77,477	-0.2%	-2.2%
High Performance Car	\$113,403	\$117,107	\$114,479	-3.2%	-0.9%
High-end Luxury Car	\$119,740	\$120,426	\$110,816	-0.6%	8.1%
Luxury Car	\$58,248	\$55,620	\$58,659	4.7%	-0.7%
Luxury Compact SUV/Crossover	\$52,933	\$51,579	\$50,641	2.6%	4.5%
Luxury Full-size SUV/Crossover	\$100,483	\$103,614	\$101,885	-3.0%	-1.4%
Luxury Mid-size SUV/Crossover	\$74,216	\$73,561	\$72,541	0.9%	2.3%
Luxury Subcompact SUV/Crossover	\$39,117	\$38,990	\$39,771	0.3%	-1.6%
Mid-size Car	\$33,491	\$32,894	\$32,439	1.8%	3.2%
Mid-size SUV/Crossover	\$48,444	\$48,397	\$48,538	0.1%	-0.2%
Minivan	\$47,540	\$48,073	\$47,722	-1.1%	-0.4%
Small/Mid-size Pickup Truck	\$41,741	\$42,811	\$42,116	-2.5%	-0.9%
Sports Car	\$49,713	\$47,465	\$48,050	4.7%	3.5%
Subcompact Car	\$23,359	\$22,316	\$24,633	4.7%	-5.2%
Subcompact SUV/Crossover	\$29,906	\$29,750	\$29,930	0.5%	-0.1%
Van	\$58,303	\$57,129	\$61,687	2.1%	-5.5%
Industry	\$47,462	\$47,577	\$47,342	-0.2%	0.3%

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