



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

Manufacturer	May 2025 Transaction Price (Avg)*	April 2025 Transaction Price (Avg)*	May 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
BMW	\$70,255	\$69,367	\$70,811	1.3%	-0.8%
Ford Motor Company	\$55,059	\$54,954	\$56,115	0.2%	-1.9%
Geely Auto Group	\$58,861	\$61,765	\$58,109	-4.7%	1.3%
General Motors	\$54,060	\$52,981	\$51,243	2.0%	5.5%
Honda Motor Company	\$38,641	\$39,117	\$37,618	-1.2%	2.7%
Hyundai Motor Group	\$37,210	\$37,680	\$37,612	-1.2%	-1.1%
Mazda Motor Corporation	\$36,429	\$36,564	\$34,644	-0.4%	5.2%
Mercedes-Benz Group AG	\$77,964	\$78,432	\$76,399	-0.6%	2.0%
Renault-Nissan-Mitsubishi Alliance	\$36,576	\$35,936	\$34,691	1.8%	5.4%
Stellantis	\$53,623	\$54,563	\$56,193	-1.7%	-4.6%
Subaru Corporation	\$35,821	\$35,688	\$35,112	0.4%	2.0%
Tata Motors	\$107,766	\$111,159	\$98,036	-3.1%	9.9%
Tesla Motors	\$55,277	\$56,120	\$56,860	-1.5%	-2.8%
Toyota Motor Corporation	\$45,003	\$45,661	\$44,821	-1.4%	0.4%
Volkswagen Group	\$60,696	\$56,411	\$53,686	7.6%	13.1%
Industry	\$48,799	\$48,811	\$48,319	-0.0%	1.0%

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

Make	May 2025 Transaction Price (Avg)*	April 2025 Transaction Price (Avg)*	May 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Acura	\$50,882	\$51,340	\$51,075	-0.9%	-0.4%
Audi	\$64,185	\$64,383	\$63,365	-0.3%	1.3%
BMW	\$72,783	\$72,108	\$72,810	0.9%	0.0%
Buick	\$34,709	\$35,617	\$32,879	-2.5%	5.6%
Cadillac	\$80,002	\$77,668	\$72,114	3.0%	10.9%
Chevrolet	\$49,461	\$48,416	\$47,306	2.2%	4.6%
Chrysler	\$45,084	\$48,167	\$49,048	-6.4%	-8.1%
Dodge	\$48,954	\$51,542	\$48,886	-5.0%	0.1%
Ford	\$31,747	\$29,662	\$30,697	7.0%	3.4%
Genesis	\$54,264	\$54,081	\$55,707	0.3%	-2.6%
GMC	\$64,779	\$65,404	\$63,020	-1.0%	2.8%
Honda	\$65,913	\$66,381	\$63,092	-0.7%	4.5%
Hyundai	\$37,376	\$37,731	\$36,119	-0.9%	3.5%
Infiniti	\$36,246	\$36,881	\$36,982	-1.7%	-2.0%
Jaguar	\$66,927	\$67,522	\$58,154	-0.9%	15.1%
Jeep	\$69,717	\$64,749	\$69,251	7.7%	0.7%
Kia	\$49,573	\$50,619	\$55,549	-2.1%	-10.8%
Land Rover	\$35,892	\$36,214	\$36,269	-0.9%	-1.0%
Lexus	\$109,654	\$113,509	\$100,867	-3.4%	8.7%
Lincoln	\$61,374	\$61,982	\$60,107	-1.0%	2.1%
Mazda	\$69,374	\$69,693	\$64,973	-0.5%	6.8%
Mercedes-Benz	\$36,429	\$36,564	\$34,644	-0.4%	5.2%
MINI	\$77,964	\$78,432	\$76,399	-0.6%	2.0%
Mitsubishi	\$39,903	\$41,395	\$39,705	-3.6%	0.5%
Nissan	\$31,517	\$30,120	\$30,321	4.6%	3.9%
Porsche	\$35,372	\$34,223	\$33,659	3.4%	5.1%
Ram	\$114,311	\$114,023	\$112,996	0.3%	1.2%
Subaru	\$62,534	\$63,412	\$63,984	-1.4%	-2.3%
Tesla	\$35,821	\$35,688	\$35,112	0.4%	2.0%
Toyota	\$55,277	\$56,120	\$56,860	-1.5%	-2.8%
Volkswagen	\$42,425	\$42,760	\$42,179	-0.8%	0.6%
Industry	\$48,799	\$48,811	\$48,319	-0.0%	1.0%

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Industry average includes some brands not listed

Category	May 2025 Transaction Price (Avg)*	April 2025 Transaction Price (Avg)*	May 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Compact Car	\$27,442	\$27,318	\$26,204	0.5%	4.7%
Compact SUV/Crossover	\$36,515	\$36,457	\$36,464	0.2%	0.1%
Entry-level Luxury Car	\$56,714	\$56,362	\$56,103	0.6%	1.1%
Full-size Car	\$55,602	\$59,096	\$43,481	-5.9%	27.9%
Full-size Pickup Truck	\$64,708	\$64,802	\$65,423	-0.1%	-1.1%
Full-size SUV/Crossover	\$77,233	\$77,167	\$77,078	0.1%	0.2%
High Performance Car	\$123,264	\$122,412	\$124,760	0.7%	-1.2%
High-end Luxury Car	\$120,004	\$122,028	\$109,909	-1.7%	9.2%
Luxury Car	\$59,111	\$57,909	\$57,304	2.1%	3.2%
Luxury Compact SUV/Crossover	\$52,946	\$53,681	\$52,412	-1.4%	1.0%
Luxury Full-size SUV/Crossover	\$103,245	\$103,289	\$99,526	0.0%	3.7%
Luxury Mid-size SUV/Crossover	\$74,899	\$75,055	\$72,941	-0.2%	2.7%
Luxury Subcompact SUV/Crossover	\$40,502	\$39,370	\$39,631	2.9%	2.2%
Mid-size Car	\$33,666	\$33,918	\$32,319	-0.7%	4.2%
Mid-size SUV/Crossover	\$48,754	\$49,110	\$48,580	-0.7%	0.4%
Minivan	\$47,052	\$48,045	\$47,299	-2.1%	-0.5%
Small/Mid-size Pickup Truck	\$42,062	\$41,674	\$41,982	0.9%	0.2%
Sports Car	\$51,279	\$48,468	\$45,612	5.8%	12.4%
Subcompact Car	\$25,028	\$25,798	\$23,623	-3.0%	5.9%
Subcompact SUV/Crossover	\$29,859	\$29,903	\$29,597	-0.1%	0.9%
Van	\$56,509	\$57,894	\$59,937	-2.4%	-5.7%
Industry	\$48,799	\$48,811	\$48,319	-0.0%	1.0%

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