



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

Manufacturer	September 2025 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	September 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$69,924	\$69,689	\$69,912	0.3%	0.0%
Ford Motor Company	\$57,753	\$56,667	\$56,321	1.9%	2.5%
Geely Auto Group	\$60,994	\$60,396	\$57,823	1.0%	5.5%
General Motors	\$54,952	\$53,588	\$51,936	2.5%	5.8%
Honda Motor Company	\$39,140	\$39,239	\$38,891	-0.3%	0.6%
Hyundai Motor Group	\$39,666	\$39,206	\$38,018	1.2%	4.3%
Mazda Motor Corporation	\$36,144	\$37,579	\$35,759	-3.8%	1.1%
Mercedes-Benz Group AG	\$75,700	\$75,419	\$71,315	0.4%	6.1%
Renault-Nissan-Mitsubishi Alliance	\$36,547	\$36,051	\$34,845	1.4%	4.9%
Stellantis	\$54,926	\$55,203	\$54,774	-0.5%	0.3%
Subaru Corporation	\$36,092	\$35,998	\$35,115	0.3%	2.8%
Tata Motors	\$102,096	\$105,661	\$100,690	-3.4%	1.4%
Tesla Motors	\$54,138	\$54,484	\$58,099	-0.6%	-6.8%
Toyota Motor Corporation	\$45,022	\$45,174	\$44,146	-0.3%	2.0%
Volkswagen Group	\$62,022	\$59,994	\$55,154	3.4%	12.5%
Industry	\$50,080	\$49,071	\$48,317	2.1%	3.7%

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

Make	September 2025 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	September 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Acura	\$49,732	\$49,437	\$53,074	0.6%	-6.3%
Audi	\$70,889	\$67,062	\$63,727	5.7%	11.2%
BMW	\$71,938	\$71,931	\$72,338	0.0%	-0.6%
Buick	\$36,318	\$35,358	\$35,370	2.7%	2.7%
Cadillac	\$79,714	\$80,100	\$70,809	-0.5%	12.6%
Chevrolet	\$49,662	\$48,624	\$47,176	2.1%	5.3%
Chrysler	\$47,270	\$47,821	\$47,619	-1.2%	-0.7%
Dodge	\$49,771	\$49,903	\$50,167	-0.3%	-0.8%
Ford	\$57,197	\$56,123	\$55,709	1.9%	2.7%
Genesis	\$64,613	\$64,724	\$63,453	-0.2%	1.8%
GMC	\$65,831	\$65,091	\$65,889	1.1%	-0.1%
Honda	\$38,062	\$38,308	\$37,418	-0.6%	1.7%
Hyundai	\$38,503	\$38,572	\$36,519	-0.2%	5.4%
Infiniti	\$65,726	\$66,352	\$66,403	-0.9%	-1.0%
Jeep	\$51,739	\$52,090	\$50,042	-0.7%	3.4%
Kia	\$38,314	\$37,446	\$36,785	2.3%	4.2%
Land Rover	\$103,786	\$107,275	\$103,655	-3.3%	0.1%
Lexus	\$62,089	\$61,091	\$59,226	1.6%	4.8%
Lincoln	\$69,578	\$68,414	\$66,572	1.7%	4.5%
Mazda	\$36,144	\$37,579	\$35,759	-3.8%	1.1%
Mercedes-Benz	\$75,700	\$75,419	\$71,315	0.4%	6.1%
MINI	\$41,072	\$41,076	\$40,038	0.0%	2.6%
Mitsubishi	\$34,356	\$33,705	\$25,564	1.9%	34.4%
Nissan	\$34,511	\$34,530	\$34,566	-0.1%	-0.2%
Porsche	\$119,853	\$119,589	\$113,918	0.2%	5.2%
Ram	\$64,805	\$63,215	\$63,248	2.5%	2.5%
Subaru	\$36,092	\$35,998	\$35,115	0.3%	2.8%
Tesla	\$54,138	\$54,484	\$58,099	-0.6%	-6.8%
Toyota	\$42,143	\$42,393	\$41,708	-0.6%	1.0%
Volkswagen	\$40,587	\$40,497	\$35,305	0.2%	15.0%
Industry	\$50,080	\$49,071	\$48,317	2.1%	3.7%

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

Industry average includes some brands not listed

Category	September 2025 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	September 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,947	\$27,008	\$26,910	-0.2%	0.1%
Compact SUV/Crossover	\$37,719	\$37,310	\$36,581	1.1%	3.1%
Entry-level Luxury Car	\$56,374	\$57,299	\$55,200	-1.6%	2.1%
Full-size Car	\$59,371	\$59,710	\$44,006	-0.6%	34.9%
Full-size Pickup Truck	\$66,206	\$65,591	\$65,331	0.9%	1.3%
Full-size SUV/Crossover	\$76,413	\$76,306	\$75,432	0.1%	1.3%
High Performance Car	\$129,012	\$136,265	\$128,459	-5.3%	0.4%
High-end Luxury Car	\$124,702	\$122,718	\$110,316	1.6%	13.0%
Luxury Car	\$60,687	\$60,445	\$54,787	0.4%	10.8%
Luxury Compact SUV/Crossover	\$53,162	\$52,675	\$51,294	0.9%	3.6%
Luxury Full-size SUV/Crossover	\$101,926	\$101,784	\$112,381	0.1%	-9.3%
Luxury Mid-size SUV/Crossover	\$73,490	\$73,059	\$72,758	0.6%	1.0%
Luxury Subcompact SUV/Crossover	\$42,615	\$42,143	\$41,287	1.1%	3.2%
Mid-size Car	\$33,597	\$33,350	\$32,549	0.7%	3.2%
Mid-size SUV/Crossover	\$49,400	\$49,269	\$48,232	0.3%	2.4%
Minivan	\$47,510	\$47,619	\$47,521	-0.2%	0.0%
Small/Mid-size Pickup Truck	\$43,190	\$43,098	\$43,345	0.2%	-0.4%
Sports Car	\$54,004	\$52,728	\$49,248	2.4%	9.7%
Subcompact Car	\$24,755	\$25,158	\$21,232	-1.6%	16.6%
Subcompact SUV/Crossover	\$30,623	\$30,343	\$29,653	0.9%	3.3%
Van	\$61,658	\$60,107	\$60,991	2.6%	1.1%
Industry	\$50,080	\$49,071	\$48,317	2.1%	3.7%

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