

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

Manufacturer	October 2025 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	October 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$70,022	\$69,947	\$70,626	0.1%	-0.9%
Ford Motor Company	\$57,740	\$57,752	\$56,499	0.0%	2.2%
Geely Auto Group	\$59,487	\$60,988	\$57,617	-2.5%	3.2%
General Motors	\$56,181	\$54,959	\$52,064	2.2%	7.9%
Honda Motor Company	\$38,840	\$39,139	\$39,391	-0.8%	-1.4%
Hyundai Motor Group	\$38,341	\$39,662	\$38,117	-3.3%	0.6%
Mazda Motor Corporation	\$35,182	\$36,141	\$36,265	-2.7%	-3.0%
Mercedes-Benz Group AG	\$74,499	\$73,761	\$74,334	1.0%	0.2%
Renault-Nissan-Mitsubishi Alliance	\$37,325	\$36,546	\$35,482	2.1%	5.2%
Stellantis	\$54,515	\$54,933	\$55,809	-0.8%	-2.3%
Subaru Corporation	\$36,153	\$36,090	\$34,892	0.2%	3.6%
Tata Motors	\$104,670	\$102,098	\$100,871	2.5%	3.8%
Tesla Motors	\$53,526	\$54,140	\$56,636	-1.1%	-5.5%
Toyota Motor Corporation	\$45,249	\$45,022	\$43,611	0.5%	3.8%
Volkswagen Group	\$58,265	\$60,275	\$53,753	-3.3%	8.4%
Industry	\$49,766	\$49,965	\$48,731	-0.4%	2.1%

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

Make	October 2025 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	October 2024 Transaction Price (Avg)*	Month- Over- Month Percent Change	Year- Over- Year Percent Change
Acura	\$49,280	\$49,754	\$54,195	-1.0%	-9.1%
Audi	\$65,071	\$70,712	\$64,766	-8.0%	0.5%
BMW	\$71,958	\$71,956	\$72,958	0.0%	-1.4%
Buick	\$36,317	\$36,321	\$35,332	0.0%	2.8%
Cadillac	\$84,579	\$79,694	\$68,937	6.1%	22.7%
Chevrolet	\$51,078	\$49,672	\$47,475	2.8%	7.6%
Chrysler	\$46,888	\$47,254	\$49,304	-0.8%	-4.9%
Dodge	\$49,074	\$49,765	\$52,699	-1.4%	-6.9%
Ford	\$57,135	\$57,195	\$56,003	-0.1%	2.0%
Genesis	\$64,374	\$64,590	\$63,504	-0.3%	1.4%
GMC	\$66,550	\$65,842	\$65,571	1.1%	1.5%
Honda	\$37,685	\$38,059	\$37,777	-1.0%	-0.2%
Hyundai	\$37,948	\$38,501	\$37,120	-1.4%	2.2%
Infiniti	\$65,844	\$65,719	\$66,270	0.2%	-0.6%
Jeep	\$49,786	\$51,748	\$51,704	-3.8%	-3.7%
Kia	\$36,093	\$38,312	\$36,613	-5.8%	-1.4%
Land Rover	\$106,505	\$103,787	\$103,318	2.6%	3.1%
Lexus	\$62,396	\$62,089	\$59,201	0.5%	5.4%
Lincoln	\$70,158	\$69,607	\$65,106	0.8%	7.8%
Mazda	\$35,182	\$36,141	\$36,265	-2.7%	-3.0%
Mercedes-Benz	\$74,499	\$73,761	\$74,334	1.0%	0.2%
MINI	\$40,810	\$41,163	\$41,352	-0.9%	-1.3%
Mitsubishi	\$32,358	\$34,363	\$31,014	-5.8%	4.3%
Nissan	\$35,721	\$34,509	\$33,904	3.5%	5.4%
Porsche	\$125,071	\$120,895	\$110,331	3.5%	13.4%
Ram	\$65,333	\$64,820	\$62,817	0.8%	4.0%
Subaru	\$36,153	\$36,090	\$34,892	0.2%	3.6%
Tesla	\$53,526	\$54,140	\$56,636	-1.1%	-5.5%
Toyota	\$42,394	\$42,144	\$40,990	0.6%	3.4%
Volkswagen	\$38,127	\$40,580	\$36,481	-6.0%	4.5%
Industry	\$49,766	\$49,965	\$48,731	-0.4%	2.1%

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

Industry average includes some brands not listed

Category	October 2025 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	October 2024 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$26,982	\$26,946	\$26,829	0.1%	0.6%
Compact SUV/Crossover	\$36,216	\$37,720	\$36,617	-4.0%	-1.1%
Entry-level Luxury Car	\$56,976	\$56,571	\$56,773	0.7%	0.4%
Full-size Car	\$53,694	\$59,356	\$45,068	-9.5%	19.1%
Full-size Pickup Truck	\$66,462	\$66,219	\$65,529	0.4%	1.4%
Full-size SUV/Crossover	\$79,550	\$76,592	\$75,422	3.9%	5.5%
High Performance Car	\$134,626	\$126,147	\$118,468	6.7%	13.6%
High-end Luxury Car	\$129,215	\$121,941	\$119,207	6.0%	8.4%
Luxury Car	\$60,952	\$60,389	\$58,571	0.9%	4.1%
Luxury Compact SUV/Crossover	\$52,301	\$52,882	\$52,351	-1.1%	-0.1%
Luxury Full-size SUV/Crossover	\$99,556	\$101,830	\$111,149	-2.2%	-10.4%
Luxury Mid-size SUV/Crossover	\$73,806	\$73,254	\$74,100	0.8%	-0.4%
Luxury Subcompact SUV/Crossover	\$41,275	\$42,577	\$41,285	-3.1%	0.0%
Mid-size Car	\$33,826	\$33,600	\$32,733	0.7%	3.3%
Mid-size SUV/Crossover	\$49,363	\$49,398	\$48,760	-0.1%	1.2%
Minivan	\$47,350	\$47,485	\$48,513	-0.3%	-2.4%
Small/Mid-size Pickup Truck	\$43,761	\$43,192	\$43,032	1.3%	1.7%
Sports Car	\$51,424	\$51,370	\$49,585	0.1%	3.7%
Subcompact Car	\$25,838	\$24,793	\$22,644	4.2%	14.1%
Subcompact SUV/Crossover	\$30,649	\$30,620	\$29,813	0.1%	2.8%
Van	\$61,030	\$62,042	\$56,013	-1.6%	9.0%
Industry	\$49,766	\$49,965	\$48,731	-0.4%	2.1%

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