



Data Tables for January 2026 Kelley Blue Book Average Transaction Prices Report

Manufacturer	January 2026 Transaction Price (Avg)*	December 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$71,396	\$72,139	\$71,684	-1.0%	-0.4%
Ford Motor Company	\$58,041	\$58,451	\$56,187	-0.7%	3.3%
Geely Auto Group	\$60,034	\$61,317	\$60,443	-2.1%	-0.7%
General Motors	\$53,588	\$55,803	\$53,274	-4.0%	0.6%
Honda Motor Company	\$38,984	\$38,874	\$38,480	0.3%	1.3%
Hyundai Motor Group	\$38,292	\$38,890	\$37,813	-1.5%	1.3%
Mazda Motor Corporation	\$36,089	\$36,237	\$36,093	-0.4%	0.0%
Mercedes-Benz Group AG	\$76,410	\$75,819	\$78,020	0.8%	-2.1%
Renault-Nissan-Mitsubishi Alliance	\$35,753	\$36,888	\$35,144	-3.1%	1.7%
Stellantis	\$56,634	\$55,417	\$53,740	2.2%	5.4%
Subaru Corporation	\$37,522	\$37,125	\$34,830	1.1%	7.7%
Tata Motors	\$99,594	\$101,565	\$96,935	-1.9%	2.7%
Tesla Motors	\$52,628	\$53,678	\$53,795	-2.0%	-2.2%
Toyota Motor Corporation	\$46,207	\$45,571	\$44,254	1.4%	4.4%
Volkswagen Group	\$57,744	\$58,624	\$54,272	-1.5%	6.4%
Industry	\$49,191	\$50,318	\$48,280	2.2%	1.9%

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

Make	January 2026 Transaction Price (Avg)*	December 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$49,911	\$49,817	\$52,432	0.2%	-4.8%
Audi	\$64,573	\$65,968	\$65,260	-2.1%	-1.1%
BMW	\$73,653	\$73,935	\$74,353	-0.4%	-0.9%
Buick	\$36,229	\$36,765	\$35,147	-1.5%	3.1%
Cadillac	\$83,667	\$86,931	\$86,721	-3.8%	-3.5%
Chevrolet	\$49,208	\$50,429	\$47,934	-2.4%	2.7%
Chrysler	\$48,252	\$47,646	\$47,900	1.3%	0.7%
Dodge	\$49,589	\$48,166	\$50,475	3.0%	-1.8%
Ford	\$57,249	\$57,620	\$55,745	-0.6%	2.7%
Genesis	\$65,223	\$65,571	\$63,202	-0.5%	3.2%
GMC	\$64,806	\$67,196	\$65,126	-3.6%	-0.5%
Honda	\$37,886	\$37,661	\$37,104	0.6%	2.1%
Hyundai	\$37,966	\$38,050	\$36,776	-0.2%	3.2%
Infiniti	\$68,538	\$70,793	\$67,350	-3.2%	1.8%
Jeep	\$52,386	\$49,589	\$49,399	5.6%	6.0%
Kia	\$36,414	\$36,761	\$36,644	-0.9%	-0.6%
Land Rover	\$101,554	\$104,193	\$99,386	-2.5%	2.2%
Lexus	\$64,231	\$61,877	\$60,701	3.8%	5.8%
Lincoln	\$72,264	\$71,957	\$65,430	0.4%	10.4%
Mazda	\$36,089	\$36,237	\$36,093	-0.4%	0.0%
Mercedes-Benz	\$76,410	\$75,819	\$78,020	0.8%	-2.1%
MINI	\$40,906	\$41,061	\$40,990	-0.4%	-0.2%
Mitsubishi	\$31,593	\$34,238	\$28,645	-7.7%	10.3%
Nissan	\$34,677	\$34,848	\$33,916	-0.5%	2.2%
Porsche	\$128,761	\$128,593	\$111,966	0.1%	15.0%
Ram	\$64,850	\$64,612	\$63,623	0.4%	1.9%
Subaru	\$37,522	\$37,125	\$34,830	1.1%	7.7%
Tesla	\$52,628	\$53,678	\$53,795	-2.0%	-2.2%
Toyota	\$43,105	\$42,345	\$41,615	1.8%	3.6%
Volkswagen	\$38,324	\$38,732	\$37,415	-1.1%	2.4%
Volvo	\$59,815	\$61,131	\$60,498	-2.2%	-1.1%
Industry	\$49,191	\$50,318	\$48,280	2.2%	1.9%

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



Category	January 2026 Transaction Price (Avg)*	December 2025 Transaction Price (Avg)*	January 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$27,306	\$26,939	\$27,071	1.4%	0.9%
Compact SUV/Crossover	\$36,414	\$36,414	\$36,570	0.0%	-0.4%
Entry-level Luxury Car	\$57,803	\$57,672	\$57,931	0.2%	-0.2%
Full-size Pickup Truck	\$66,102	\$66,384	\$65,251	-0.4%	1.3%
Full-size SUV/Crossover	\$79,492	\$79,731	\$75,385	-0.3%	5.4%
High Performance Car	\$137,774	\$137,992	\$117,837	-0.2%	16.9%
High-end Luxury Car	\$125,918	\$122,758	\$120,621	2.6%	4.4%
Luxury Car	\$60,093	\$62,491	\$57,619	-3.8%	4.3%
Luxury Compact SUV/Crossover	\$51,380	\$52,176	\$51,647	-1.5%	-0.5%
Luxury Full-size SUV/Crossover	\$103,461	\$98,854	\$111,497	4.7%	-7.2%
Luxury Mid-size SUV/Crossover	\$74,444	\$73,219	\$73,610	1.7%	1.1%
Luxury Subcompact SUV/Crossover	\$38,309	\$38,790	\$38,956	-1.2%	-1.7%
Mid-size Car	\$33,838	\$33,554	\$33,369	0.8%	1.4%
Mid-size SUV/Crossover	\$49,890	\$49,143	\$48,359	1.5%	3.2%
Minivan	\$48,033	\$47,697	\$47,934	0.7%	0.2%
Small/Mid-size Pickup Truck	\$43,426	\$43,144	\$43,533	0.7%	-0.2%
Sports Car	\$47,848	\$49,334	\$47,749	-3.0%	0.2%
Subcompact Car	\$25,610	\$24,665	\$22,319	3.8%	14.7%
Subcompact SUV/Crossover	\$30,877	\$30,883	\$29,653	0.0%	4.1%
Van	\$61,917	\$59,028	\$61,799	4.9%	0.2%
Industry	\$49,191	\$50,318	\$48,280	2.2%	1.9%

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