



Data Tables for February 2026 Kelley Blue Book Average Transaction Price Report

Manufacturer	February 2026 Transaction Price (Avg.)*	January 2026 Transaction Price (Avg.)*	February 2025 Transaction Price (Avg.)*	Month-Over-Month Percentage Change	Year-Over-Year Percentage Change
BMW	\$71,793	\$71,406	\$70,453	0.5%	1.9%
Ford Motor Company	\$57,302	\$58,036	\$54,706	-1.3%	4.7%
Geely Auto Group	\$59,476	\$60,037	\$58,318	-0.9%	2.0%
General Motors	\$53,336	\$53,584	\$52,715	-0.5%	1.2%
Honda Motor Company	\$39,523	\$38,987	\$38,605	1.4%	2.4%
Hyundai Motor Group	\$39,202	\$38,289	\$37,870	2.4%	3.5%
Mazda Motor Corporation	\$36,065	\$36,095	\$36,382	-0.1%	-0.9%
Mercedes-Benz Group AG	\$76,948	\$76,490	\$76,462	0.6%	0.6%
Renault-Nissan-Mitsubishi Alliance	\$36,983	\$35,743	\$33,716	3.5%	9.7%
Stellantis	\$56,382	\$56,636	\$53,951	-0.4%	4.5%
Subaru Corporation	\$37,337	\$37,523	\$34,957	-0.5%	6.8%
Tata Motors	\$103,363	\$99,594	\$96,951	3.8%	6.6%
Tesla Motors	\$53,821	\$52,628	\$52,248	2.3%	3.0%
Toyota Motor Corporation	\$46,646	\$46,194	\$44,807	1.0%	4.1%
Volkswagen Group	\$58,355	\$57,730	\$54,333	1.1%	7.4%
Industry Average	\$49,353	\$49,191	\$47,731	0.3%	3.4%

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

Make	February 2026 Transaction Price (Avg.)*	January 2026 Transaction Price (Avg.)*	February 2025 Transaction Price (Avg.)*	Month-Over-Month Percentage Change	Year-Over-Year Percentage Change
Acura	\$49,972	\$49,952	\$53,128	0.0%	-5.9%
Audi	\$64,361	\$64,537	\$64,401	-0.3%	-0.1%
BMW	\$73,621	\$73,660	\$72,702	-0.1%	1.3%
Buick	\$37,369	\$36,233	\$34,993	3.1%	6.8%
Cadillac	\$81,675	\$83,678	\$79,281	-2.4%	3.0%
Chevrolet	\$48,998	\$49,200	\$48,387	-0.4%	1.3%
Chrysler	\$48,212	\$48,250	\$48,550	-0.1%	-0.7%
Dodge	\$51,317	\$49,630	\$53,483	3.4%	-4.0%
Ford	\$56,609	\$57,241	\$54,238	-1.1%	4.4%
Genesis	\$64,773	\$65,208	\$63,621	-0.7%	1.8%
GMC	\$63,489	\$64,807	\$65,995	-2.0%	-3.8%
Honda	\$38,348	\$37,884	\$37,219	1.2%	3.0%
Hyundai	\$38,290	\$37,959	\$36,782	0.9%	4.1%
Infiniti	\$69,621	\$68,429	\$71,215	1.7%	-2.2%
Jeep	\$51,874	\$52,383	\$49,386	-1.0%	5.0%
Kia	\$37,890	\$36,416	\$36,681	4.0%	3.3%
Land Rover	\$104,542	\$101,554	\$98,521	2.9%	6.1%
Lexus	\$64,174	\$64,213	\$61,021	-0.1%	5.2%
Lincoln	\$70,258	\$72,296	\$65,177	-2.8%	7.8%
Mazda	\$36,065	\$36,095	\$36,382	-0.1%	-0.9%
Mercedes-Benz	\$76,948	\$76,490	\$76,462	0.6%	0.6%
MINI	\$41,668	\$40,943	\$41,699	1.8%	-0.1%
Mitsubishi	\$33,733	\$31,585	\$30,464	6.8%	10.7%
Nissan	\$35,663	\$34,671	\$32,297	2.9%	10.4%
Porsche	\$125,458	\$128,760	\$112,958	-2.6%	11.1%
Ram	\$65,213	\$64,851	\$62,459	0.6%	4.4%
Subaru	\$37,337	\$37,523	\$34,957	-0.5%	6.8%
Tesla	\$53,821	\$52,628	\$52,248	2.3%	3.0%
Toyota	\$43,708	\$43,093	\$42,070	1.4%	3.9%
Volkswagen	\$39,702	\$38,317	\$37,057	3.6%	7.1%
Volvo	\$59,207	\$59,815	\$57,852	-1.0%	2.3%
Industry Average	\$49,353	\$49,191	\$47,731	0.3%	3.4%

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

Make	February 2026 Transaction Price (Avg.)*	January 2026 Transaction Price (Avg.)*	February 2025 Transaction Price (Avg.)*	Month-Over-Month Percentage Change	Year-Over-Year Percentage Change
Compact Car	\$27,341	\$27,305	\$26,874	0.1%	1.7%
Compact SUV/Crossover	\$36,807	\$36,412	\$36,229	1.1%	1.6%
Entry-level Luxury Car	\$58,142	\$57,860	\$56,471	0.5%	3.0%
Full-size Pickup Truck	\$66,157	\$66,095	\$64,295	0.1%	2.9%
Full-size SUV/Crossover	\$79,578	\$79,488	\$75,952	0.1%	4.8%
High Performance Car	\$133,918	\$137,726	\$116,998	-2.8%	14.5%
High-end Luxury Car	\$125,092	\$125,503	\$120,697	-0.3%	3.6%
Luxury Car	\$61,729	\$60,238	\$55,630	2.5%	11.0%
Luxury Compact SUV/Crossover	\$52,088	\$51,402	\$51,140	1.3%	1.9%
Luxury Full-size Pickup Truck	\$99,698	\$102,005	\$87,554	-2.3%	13.9%
Luxury Full-size SUV/Crossover	\$104,207	\$103,446	\$104,584	0.7%	-0.4%
Luxury Mid-size SUV/Crossover	\$74,038	\$74,411	\$73,561	-0.5%	0.6%
Lux. Subcompact SUV/Crossover	\$40,154	\$38,309	\$38,990	4.8%	3.0%
Mid-size Car	\$33,824	\$33,832	\$33,017	0.0%	2.4%
Mid-size SUV/Crossover	\$50,148	\$49,882	\$48,435	0.5%	3.5%
Minivan	\$48,070	\$48,007	\$48,234	0.1%	-0.3%
Small/Mid-size Pickup Truck	\$43,326	\$43,423	\$42,841	-0.2%	1.1%
Sports Car	\$47,297	\$47,854	\$46,795	-1.2%	1.1%
Subcompact Car	\$24,939	\$25,613	\$22,294	-2.6%	11.9%
Subcompact SUV/Crossover	\$30,836	\$30,880	\$29,787	-0.1%	3.5%
Van	\$60,787	\$62,034	\$57,513	-2.0%	5.7%
Industry Average	\$49,353	\$49,191	\$47,731	0.3%	3.4%

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