



**Data Tables for March 2026 Kelley Blue Book Average Transaction Price Report**

<b>Manufacturer</b>	<b>March 2026 Transaction Price (Avg.)*</b>	<b>February 2026 Transaction Price (Avg.)*</b>	<b>March 2025 Transaction Price (Avg.)*</b>	<b>Month-Over-Month Percentage Change</b>	<b>Year-Over-Year Percentage Change</b>
BMW	\$70,792	\$71,807	\$70,515	-1.4%	0.4%
Ford Motor Company	\$57,170	\$57,312	\$54,312	-0.2%	5.3%
Geely Auto Group	\$61,461	\$60,268	\$60,094	2.0%	2.3%
General Motors	\$53,474	\$53,325	\$51,521	0.3%	3.8%
Honda Motor Company	\$39,125	\$39,521	\$38,967	-1.0%	0.4%
Hyundai Motor Group	\$38,880	\$39,195	\$38,139	-0.8%	1.9%
Mazda Motor Corporation	\$36,229	\$36,068	\$36,160	0.4%	0.2%
Mercedes-Benz Group AG	\$75,886	\$76,904	\$78,592	-1.3%	-3.4%
Renault-Nissan-Mitsu Alliance	\$36,302	\$36,967	\$34,224	-1.8%	6.1%
Stellantis	\$56,366	\$56,391	\$53,288	0.0%	5.8%
Subaru Corporation	\$36,673	\$37,323	\$35,058	-1.7%	4.6%
Tata Motors	\$104,374	\$103,421	\$104,791	0.9%	-0.4%
Tesla Motors	\$53,142	\$53,798	\$54,573	-1.2%	-2.6%
Toyota Motor Corporation	\$46,293	\$46,651	\$45,060	-0.8%	2.7%
Volkswagen Group	\$58,314	\$58,346	\$55,244	-0.1%	5.6%
<b>Industry Average</b>	<b>\$49,275</b>	<b>\$49,329</b>	<b>\$47,606</b>	<b>-0.1%</b>	<b>3.5%</b>

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

Make	March 2026 Transaction Price (Avg.)*	February 2026 Transaction Price (Avg.)*	March 2025 Transaction Price (Avg.)*	Month-Over-Month Percentage Change	Year-Over-Year Percentage Change
Acura	\$49,505	\$49,968	\$52,525	-0.9%	-5.7%
Audi	\$62,942	\$64,334	\$63,067	-2.2%	-0.2%
BMW	\$73,226	\$73,635	\$72,750	-0.6%	0.7%
Buick	\$36,888	\$37,351	\$35,733	-1.2%	3.2%
Cadillac	\$84,139	\$81,667	\$75,360	3.0%	11.6%
Chevrolet	\$48,798	\$48,979	\$47,199	-0.4%	3.4%
Chrysler	\$47,484	\$48,215	\$48,539	-1.5%	-2.2%
Dodge	\$50,628	\$51,376	\$52,904	-1.5%	-4.3%
Ford	\$56,482	\$56,619	\$53,532	-0.2%	5.5%
Genesis	\$65,415	\$64,696	\$64,536	1.1%	1.4%
GMC	\$64,649	\$63,501	\$65,506	1.8%	-1.3%
Honda	\$38,033	\$38,346	\$37,686	-0.8%	0.9%
Hyundai	\$37,072	\$38,280	\$37,231	-3.2%	-0.4%
Infiniti	\$66,925	\$69,269	\$69,488	-3.4%	-3.7%
Jeep	\$52,502	\$51,885	\$49,289	1.2%	6.5%
Kia	\$38,295	\$37,891	\$36,756	1.1%	4.2%
Land Rover	\$106,837	\$104,602	\$107,224	2.1%	-0.4%
Lexus	\$62,717	\$64,189	\$61,256	-2.3%	2.4%
Lincoln	\$69,678	\$70,269	\$68,265	-0.8%	2.1%
Mazda	\$36,229	\$36,068	\$36,160	0.4%	0.2%
Mercedes-Benz	\$75,886	\$76,904	\$78,592	-1.3%	-3.4%
MINI	\$42,166	\$41,668	\$41,253	1.2%	2.2%
Mitsubishi	\$32,511	\$33,750	\$31,801	-3.7%	2.2%
Nissan	\$34,845	\$35,661	\$32,807	-2.3%	6.2%
Porsche	\$128,447	\$125,440	\$114,256	2.4%	12.4%
Ram	\$65,754	\$65,208	\$62,288	0.8%	5.6%
Subaru	\$36,673	\$37,323	\$35,058	-1.7%	4.6%
Tesla	\$53,142	\$53,798	\$54,573	-1.2%	-2.6%
Toyota	\$43,684	\$43,711	\$42,164	-0.1%	3.6%
Volkswagen	\$39,939	\$39,703	\$37,225	0.6%	7.3%
Volvo	\$61,376	\$60,018	\$59,625	2.3%	2.9%
<b>Industry Average</b>	\$49,275	\$49,329	\$47,606	-0.1%	3.5%

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Industry average includes some brands not listed*

<b>Make</b>	<b>March 2026 Transaction Price (Avg.)*</b>	<b>February 2026 Transaction Price (Avg.)*</b>	<b>March 2025 Transaction Price (Avg.)*</b>	<b>Month-Over-Month Percentage Change</b>	<b>Year-Over-Year Percentage Change</b>
Compact Car	\$27,469	\$27,336	\$27,168	0.5%	1.1%
Compact SUV/Crossover	\$37,055	\$36,808	\$36,296	0.7%	2.1%
Entry-level Luxury Car	\$59,281	\$58,111	\$56,404	2.0%	5.1%
Full-size Pickup Truck	\$65,964	\$66,141	\$64,167	-0.3%	2.8%
Full-size SUV/Crossover	\$79,500	\$79,473	\$75,757	0.0%	4.9%
High Performance Car	\$129,076	\$134,010	\$113,379	-3.7%	13.8%
High-end Luxury Car	\$122,083	\$125,088	\$121,405	-2.4%	0.6%
Luxury Car	\$61,791	\$60,929	\$58,252	1.4%	6.1%
Luxury Compact SUV/Crossover	\$51,670	\$52,081	\$52,384	-0.8%	-1.4%
Luxury Full-size Pickup Truck	\$92,747	\$99,698	\$89,020	-7.0%	4.2%
Luxury Full-size SUV/Crossover	\$104,580	\$104,301	\$101,121	0.3%	3.4%
Luxury Mid-size SUV/Crossover	\$73,835	\$74,046	\$74,182	-0.3%	-0.5%
Lux. Subcompact SUV/Crossover	\$41,157	\$40,001	\$39,126	2.9%	5.2%
Mid-size Car	\$33,974	\$33,830	\$33,591	0.4%	1.1%
Mid-size SUV/Crossover	\$49,853	\$50,154	\$48,475	-0.6%	2.8%
Minivan	\$47,757	\$48,058	\$47,952	-0.6%	-0.4%
Small/Mid-size Pickup Truck	\$43,042	\$43,328	\$41,766	-0.7%	3.1%
Sports Car	\$47,244	\$47,295	\$48,445	-0.1%	-2.5%
Subcompact Car	\$26,479	\$24,948	\$23,314	6.1%	13.6%
Subcompact SUV/Crossover	\$30,612	\$30,832	\$29,957	-0.7%	2.2%
Van	\$60,485	\$60,754	\$59,075	-0.4%	2.4%
<b>Industry Average</b>	<b>\$49,275</b>	<b>\$49,329</b>	<b>\$47,606</b>	<b>-0.1%</b>	<b>3.5%</b>

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Industry average includes some categories not listed*