



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

<b>Manufacturer</b>	<b>April 2026 Transaction Price (Avg.)*</b>	<b>March 2026 Transaction Price (Avg.)*</b>	<b>April 2025 Transaction Price (Avg.)*</b>	<b>Month-Over-Month Percentage Change</b>	<b>Year-Over-Year Percentage Change</b>
BMW	\$70,043	\$70,826	\$69,369	-1.1%	1.0%
Ford Motor Company	\$58,188	\$57,170	\$54,962	1.8%	5.9%
Geely Auto Group	\$61,614	\$61,439	\$61,781	0.3%	-0.3%
General Motors	\$54,381	\$53,471	\$52,981	1.7%	2.6%
Honda Motor Company	\$38,902	\$39,127	\$39,117	-0.6%	-0.5%
Hyundai Motor Group	\$38,932	\$38,875	\$37,679	0.1%	3.3%
Mazda Motor Corporation	\$36,713	\$36,225	\$36,561	1.3%	0.4%
Mercedes-Benz Group AG	\$72,650	\$74,181	\$75,432	-2.1%	-3.7%
Renault-Nissan-Mitsu Alliance	\$37,370	\$36,298	\$35,938	3.0%	4.0%
Stellantis	\$56,245	\$56,372	\$54,559	-0.2%	3.1%
Subaru Corporation	\$36,900	\$36,674	\$35,690	0.6%	3.4%
Tata Motors	\$103,775	\$104,371	\$113,160	-0.6%	-8.3%
Tesla Motors	\$53,279	\$53,137	\$55,517	0.3%	-4.0%
Toyota Motor Corporation	\$46,254	\$46,300	\$45,668	-0.1%	1.3%
Volkswagen Group	\$57,000	\$57,202	\$55,607	-0.4%	2.5%
<b>Industry Average</b>	<b>\$49,461</b>	<b>\$49,124</b>	<b>\$48,608</b>	<b>0.7%</b>	<b>1.8%</b>

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

Make	April 2026 Transaction Price (Avg.)*	March 2026 Transaction Price (Avg.)*	April 2025 Transaction Price (Avg.)*	Month-Over-Month Percentage Change	Year-Over-Year Percentage Change
Acura	\$49,977	\$49,488	\$51,345	1.0%	-2.7%
Audi	\$64,509	\$62,934	\$64,399	2.5%	0.2%
BMW	\$72,426	\$73,263	\$72,110	-1.1%	0.4%
Buick	\$37,199	\$36,877	\$35,609	0.9%	4.5%
Cadillac	\$86,489	\$84,099	\$77,657	2.8%	11.4%
Chevrolet	\$49,507	\$48,796	\$48,418	1.5%	2.2%
Chrysler	\$47,333	\$47,480	\$48,151	-0.3%	-1.7%
Dodge	\$51,895	\$50,625	\$51,494	2.5%	0.8%
Ford	\$57,447	\$56,482	\$54,089	1.7%	6.2%
Genesis	\$64,452	\$65,413	\$65,457	-1.5%	-1.5%
GMC	\$65,325	\$64,651	\$66,383	1.0%	-1.6%
Honda	\$37,859	\$38,037	\$37,730	-0.5%	0.3%
Hyundai	\$37,059	\$37,064	\$36,875	0.0%	0.5%
Infiniti	\$71,745	\$66,894	\$67,567	7.3%	6.2%
Jeep	\$51,315	\$52,508	\$50,620	-2.3%	1.4%
Kia	\$38,765	\$38,293	\$36,214	1.2%	7.0%
Land Rover	\$104,804	\$106,833	\$115,981	-1.9%	-9.6%
Lexus	\$62,953	\$62,724	\$61,999	0.4%	1.5%
Lincoln	\$71,859	\$69,674	\$69,703	3.1%	3.1%
Mazda	\$36,713	\$36,225	\$36,561	1.3%	0.4%
Mercedes-Benz	\$72,650	\$74,181	\$75,432	-2.1%	-3.7%
MINI	\$42,703	\$42,166	\$41,401	1.3%	3.1%
Mitsubishi	\$33,048	\$32,503	\$30,123	1.7%	9.7%
Nissan	\$35,877	\$34,843	\$34,221	3.0%	4.8%
Porsche	\$126,877	\$126,511	\$117,530	0.3%	8.0%
Ram	\$65,892	\$65,765	\$63,416	0.2%	3.9%
Subaru	\$36,900	\$36,674	\$35,690	0.6%	3.4%
Tesla	\$53,279	\$53,137	\$55,517	0.3%	-4.0%
Toyota	\$43,830	\$43,690	\$42,765	0.3%	2.5%
Volkswagen	\$40,141	\$39,945	\$36,988	0.5%	8.5%
Volvo	\$61,466	\$61,348	\$61,348	0.2%	0.2%
<b>Industry Average</b>	\$49,461	\$49,124	\$48,608	0.7%	1.8%

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

<b>Make</b>	<b>April 2026 Transaction Price (Avg.)*</b>	<b>March 2026 Transaction Price (Avg.)*</b>	<b>April 2025 Transaction Price (Avg.)*</b>	<b>Month-Over-Month Percentage Change</b>	<b>Year-Over-Year Percentage Change</b>
Compact Car	\$27,590	\$27,473	\$27,320	0.4%	1.0%
Compact SUV/Crossover	\$37,514	\$37,056	\$36,455	1.2%	2.9%
Entry-level Luxury Car	\$59,209	\$59,553	\$56,309	-0.6%	5.2%
Full-size Pickup Truck	\$66,705	\$65,969	\$64,806	1.1%	2.9%
Full-size SUV/Crossover	\$79,644	\$79,520	\$77,185	0.2%	3.2%
High Performance Car	\$125,435	\$126,734	\$125,286	-1.0%	0.1%
High-end Luxury Car	\$123,487	\$120,991	\$120,524	2.1%	2.5%
Luxury Car	\$61,462	\$61,357	\$58,086	0.2%	5.8%
Luxury Compact SUV/Crossover	\$52,058	\$51,680	\$53,104	0.7%	-2.0%
Luxury Full-size Pickup Truck	\$94,765	\$92,747	\$89,259	2.2%	6.2%
Luxury Full-size SUV/Crossover	\$104,800	\$104,493	\$103,073	0.3%	1.7%
Luxury Mid-size SUV/Crossover	\$73,756	\$73,475	\$73,212	0.4%	0.7%
Lux. Subcompact SUV/Crossover	\$41,183	\$41,126	\$39,302	0.1%	4.8%
Mid-size Car	\$34,069	\$33,975	\$33,926	0.3%	0.4%
Mid-size SUV/Crossover	\$50,380	\$49,848	\$49,107	1.1%	2.6%
Minivan	\$47,848	\$47,755	\$48,056	0.2%	-0.4%
Small/Mid-size Pickup Truck	\$43,193	\$43,045	\$41,673	0.3%	3.6%
Sports Car	\$45,748	\$46,009	\$49,212	-0.6%	-7.0%
Subcompact Car	\$28,267	\$26,486	\$25,798	6.7%	9.6%
Subcompact SUV/Crossover	\$30,790	\$30,609	\$29,903	0.6%	3.0%
Van	\$59,055	\$59,248	\$57,765	-0.3%	2.2%
<b>Industry Average</b>	<b>\$49,461</b>	<b>\$49,124</b>	<b>\$48,608</b>	<b>0.7%</b>	<b>1.8%</b>

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Industry average includes some categories not listed*