



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

<b>Manufacturer</b>	<b>May 2026 Transaction Price (Avg.)*</b>	<b>April 2026 Transaction Price (Avg.)*</b>	<b>May 2025 Transaction Price (Avg.)*</b>	<b>Month-Over-Month Percentage Change</b>	<b>Year-Over-Year Percentage Change</b>
BMW	\$70,918	\$70,035	\$70,255	1.3%	0.9%
Ford Motor Company	\$57,188	\$58,188	\$55,068	-1.7%	3.8%
Geely Auto Group	\$61,645	\$61,624	\$58,877	0.0%	4.7%
General Motors	\$54,003	\$54,374	\$54,054	-0.7%	-0.1%
Honda Motor Company	\$38,816	\$38,900	\$38,646	-0.2%	0.4%
Hyundai Motor Group	\$39,228	\$38,919	\$37,265	0.8%	5.3%
Mazda Motor Corporation	\$37,444	\$36,704	\$36,421	2.0%	2.8%
Mercedes-Benz Group AG	\$72,763	\$72,556	\$74,664	0.3%	-2.5%
Renault-Nissan-Mitsu Alliance	\$37,236	\$37,350	\$36,578	-0.3%	1.8%
Stellantis	\$56,268	\$56,263	\$53,720	0.0%	4.7%
Subaru Corporation	\$36,862	\$36,903	\$35,808	-0.1%	2.9%
Tata Motors	\$106,088	\$103,773	\$107,404	2.2%	-1.2%
Tesla Motors	\$52,759	\$53,279	\$54,629	-1.0%	-3.4%
Toyota Motor Corporation	\$46,686	\$46,252	\$45,001	0.9%	3.7%
Volkswagen Group	\$57,405	\$57,005	\$60,409	0.7%	-5.0%
<b>Industry Average</b>	\$49,220	\$49,456	\$48,627	-0.5%	1.2%

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

<b>Make</b>	<b>May 2026 Transaction Price (Avg.)*</b>	<b>April 2026 Transaction Price (Avg.)*</b>	<b>May 2025 Transaction Price (Avg.)*</b>	<b>Month- Over- Month Percentage Change</b>	<b>Year- Over- Year Percentage Change</b>
Acura	\$49,531	\$49,982	\$50,887	-0.9%	-2.7%
Audi	\$64,795	\$64,514	\$64,285	0.4%	0.8%
BMW	\$73,011	\$72,419	\$72,783	0.8%	0.3%
Buick	\$38,185	\$37,202	\$34,691	2.6%	10.1%
Cadillac	\$84,650	\$86,483	\$79,991	-2.1%	5.8%
Chevrolet	\$48,884	\$49,496	\$49,454	-1.2%	-1.2%
Chrysler	\$47,996	\$47,338	\$45,094	1.4%	6.4%
Dodge	\$52,560	\$51,960	\$48,958	1.2%	7.4%
Ford	\$56,316	\$57,447	\$54,273	-2.0%	3.8%
Genesis	\$65,525	\$64,443	\$64,778	1.7%	1.2%
GMC	\$65,713	\$65,326	\$65,914	0.6%	-0.3%
Honda	\$37,772	\$37,856	\$37,380	-0.2%	1.0%
Hyundai	\$37,219	\$37,036	\$36,360	0.5%	2.4%
Infiniti	\$72,614	\$71,692	\$66,857	1.3%	8.6%
Jeep	\$51,295	\$51,319	\$49,561	0.0%	3.5%
Kia	\$39,160	\$38,765	\$35,892	1.0%	9.1%
Land Rover	\$108,081	\$104,803	\$109,323	3.1%	-1.1%
Lexus	\$62,961	\$62,952	\$61,365	0.0%	2.6%
Lincoln	\$74,301	\$71,873	\$69,379	3.4%	7.1%
Mazda	\$37,444	\$36,704	\$36,421	2.0%	2.8%
Mercedes-Benz	\$72,763	\$72,556	\$74,664	0.3%	-2.5%
MINI	\$41,717	\$42,674	\$39,903	-2.2%	4.5%
Mitsubishi	\$32,922	\$33,058	\$31,519	-0.4%	4.5%
Nissan	\$36,018	\$35,857	\$35,379	0.4%	1.8%
Porsche	\$126,641	\$126,960	\$118,222	-0.3%	7.1%
Ram	\$65,762	\$65,921	\$62,829	-0.2%	4.7%
Subaru	\$36,862	\$36,903	\$35,808	-0.1%	2.9%
Tesla	\$52,759	\$53,279	\$54,629	-1.0%	-3.4%
Toyota	\$44,219	\$43,827	\$42,424	0.9%	4.2%
Volkswagen	\$39,838	\$40,129	\$39,330	-0.7%	1.3%
Volvo	\$61,461	\$61,485	\$58,169	0.0%	5.7%
<b>Industry Average</b>	\$49,220	\$49,456	\$48,627	-0.5%	1.2%

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Industry average includes some brands not listed*

<b>Make</b>	<b>May 2026 Transaction Price (Avg.)*</b>	<b>April 2026 Transaction Price (Avg.)*</b>	<b>May 2025 Transaction Price (Avg.)*</b>	<b>Month- Over- Month Percentage Change</b>	<b>Year- Over- Year Percentage Change</b>
Compact Car	\$27,643	\$27,583	\$27,443	0.2%	0.7%
Compact SUV/Crossover	\$37,757	\$37,512	\$36,510	0.7%	3.4%
Entry-level Luxury Car	\$59,034	\$59,171	\$56,675	-0.2%	4.2%
Full-size Pickup Truck	\$66,288	\$66,693	\$64,715	-0.6%	2.4%
Full-size SUV/Crossover	\$79,090	\$79,649	\$77,184	-0.7%	2.5%
High Performance Car	\$129,697	\$125,632	\$127,120	3.2%	2.0%
High-end Luxury Car	\$127,436	\$123,329	\$118,746	3.3%	7.3%
Luxury Car	\$60,774	\$61,542	\$58,928	-1.2%	3.1%
Luxury Compact SUV/Crossover	\$51,794	\$52,052	\$52,392	-0.5%	-1.1%
Luxury Full-size SUV/Crossover	\$102,891	\$104,836	\$102,361	-1.9%	0.5%
Luxury Mid-size SUV/Crossover	\$73,787	\$73,759	\$72,955	0.0%	1.1%
Lux. Subcompact SUV/Crossover	\$41,902	\$41,194	\$40,432	1.7%	3.6%
Mid-size Car	\$34,036	\$34,064	\$33,670	-0.1%	1.1%
Mid-size SUV/Crossover	\$50,185	\$50,375	\$48,753	-0.4%	2.9%
Minivan	\$48,000	\$47,836	\$47,060	0.3%	2.0%
Small/Mid-size Pickup Truck	\$43,044	\$43,191	\$42,060	-0.3%	2.3%
Sports Car	\$44,849	\$45,735	\$52,344	-1.9%	-14.3%
Subcompact Car	\$30,490	\$28,258	\$25,028	7.9%	21.8%
Subcompact SUV/Crossover	\$31,122	\$30,784	\$29,855	1.1%	4.2%
Van	\$59,207	\$58,991	\$56,778	0.4%	4.3%
<b>Industry Average</b>	<b>\$49,220</b>	<b>\$49,456</b>	<b>\$48,627</b>	<b>-0.5%</b>	<b>1.2%</b>

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Industry average includes some categories not listed*