



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

Manufacturer	July 2026 Transaction Price (Avg.)*	June 2026 Transaction Price (Avg.)*	July 2025 Transaction Price (Avg.)*	Month- Over- Month Percentage Change	Year- Over- Year Percentage Change
BMW	\$72,435	\$71,659	\$70,213	1.1%	3.2%
Ford Motor Company	\$58,957	\$57,550	\$56,956	-1.0%	3.2%
Geely Auto Group	\$62,404	\$61,689	\$59,604	0.1%	2.1%
General Motors	\$53,840	\$54,532	\$54,009	0.4%	-0.9%
Honda Motor Company	\$38,814	\$39,091	\$39,652	0.4%	-0.6%
Hyundai Motor Group	\$39,174	\$39,232	\$39,081	-0.6%	3.7%
Mazda Motor Corporation	\$37,349	\$37,326	\$37,214	-0.2%	3.8%
Mercedes-Benz Group AG	\$72,159	\$72,589	\$72,789	-1.2%	-3.9%
Renault-Nissan-Mitsu Alliance	\$38,657	\$38,168	\$36,037	1.0%	5.7%
Stellantis	\$58,423	\$57,211	\$52,788	0.4%	5.0%
Subaru Corporation	\$37,400	\$37,275	\$35,935	1.0%	4.8%
Tata Motors	\$102,695	\$103,219	\$106,904	-0.9%	-0.4%
Tesla Motors	\$53,891	\$53,107	\$53,026	0.7%	-2.1%
Toyota Motor Corporation	\$47,118	\$46,962	\$45,370	0.1%	4.2%
Volkswagen Group	\$58,141	\$57,850	\$56,644	1.4%	-2.8%
Industry Average	\$49,855	\$49,758	\$48,916	0.2%	1.9%

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

Industry average includes some manufacturers not listed

Make	July 2026 Transaction Price (Avg.)*	June 2026 Transaction Price (Avg.)*	July 2025 Transaction Price (Avg.)*	Month- Over- Month Percentage Change	Year- Over- Year Percentage Change
Acura	\$49,759	\$49,712	\$49,559	0.1%	0.4%
Audi	\$65,749	\$66,330	\$65,173	-0.9%	0.9%
BMW	\$74,376	\$73,508	\$72,462	1.2%	2.6%
Buick	\$36,901	\$38,153	\$34,846	-3.3%	5.9%
Cadillac	\$86,361	\$85,647	\$80,481	0.8%	7.3%
Chevrolet	\$48,990	\$49,371	\$49,113	-0.8%	-0.3%
Chrysler	\$50,002	\$49,145	\$48,338	1.7%	3.4%
Dodge	\$53,124	\$52,632	\$50,693	0.9%	4.8%
Ford	\$58,373	\$56,817	\$56,434	2.7%	3.4%
Genesis	\$64,953	\$64,586	\$63,565	0.6%	2.2%
GMC	\$66,857	\$67,529	\$65,234	-1.0%	2.5%
Honda	\$37,760	\$38,016	\$38,751	-0.7%	-2.6%
Hyundai	\$37,337	\$36,821	\$38,729	1.4%	-3.6%
Infiniti	\$68,687	\$69,302	\$65,706	-0.9%	4.5%
Jeep	\$52,533	\$52,954	\$47,807	-0.8%	9.9%
Kia	\$38,812	\$39,179	\$37,173	-0.9%	4.4%
Land Rover	\$103,825	\$104,238	\$108,550	-0.4%	-4.4%
Lexus	\$63,795	\$63,751	\$60,881	0.1%	4.8%
Lincoln	\$77,714	\$73,063	\$68,791	6.4%	13.0%
Mazda	\$37,349	\$37,326	\$37,214	0.1%	0.4%
Mercedes-Benz	\$72,159	\$72,589	\$72,789	-0.6%	-0.9%
MINI	\$41,112	\$41,004	\$40,845	0.3%	0.7%
Mitsubishi	\$34,065	\$34,626	\$32,633	-1.6%	4.4%
Nissan	\$37,087	\$36,796	\$34,747	0.8%	6.7%
Porsche	\$129,423	\$127,265	\$118,963	1.7%	8.8%
Ram	\$67,523	\$66,192	\$63,401	2.0%	6.5%
Subaru	\$37,400	\$37,275	\$35,935	0.3%	4.1%
Tesla	\$53,891	\$53,107	\$53,026	1.5%	1.6%
Toyota	\$44,391	\$44,296	\$42,755	0.2%	3.8%
Volkswagen	\$39,164	\$40,275	\$40,561	-2.8%	-3.4%
Volvo	\$62,442	\$61,583	\$58,623	1.4%	6.5%
Industry Average	\$49,855	\$49,758	\$48,916	0.2%	1.9%

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

Industry average includes some brands not listed

Make	July 2026 Transaction Price (Avg.)*	June 2026 Transaction Price (Avg.)*	July 2025 Transaction Price (Avg.)*	Month- Over- Month Percentage Change	Year- Over- Year Percentage Change
Compact Car	\$27,904	\$27,976	\$27,205	-0.3%	2.6%
Compact SUV/Crossover	\$37,745	\$37,707	\$36,742	0.1%	2.7%
Entry-level Luxury Car	\$61,290	\$61,227	\$57,749	0.1%	6.1%
Full-size Pickup Truck	\$66,980	\$66,421	\$65,158	0.8%	2.8%
Full-size SUV/Crossover	\$79,658	\$79,478	\$78,007	0.2%	2.1%
High Performance Car	\$137,740	\$136,977	\$133,136	0.6%	3.5%
High-end Luxury Car	\$125,485	\$125,355	\$116,534	0.1%	7.7%
Luxury Car	\$60,631	\$60,908	\$58,580	-0.5%	3.5%
Luxury Compact SUV/Crossover	\$52,215	\$52,352	\$51,775	-0.3%	0.8%
Luxury Full-size SUV/Crossover	\$102,725	\$102,761	\$98,335	0.0%	4.5%
Luxury Mid-size SUV/Crossover	\$74,742	\$73,956	\$73,559	1.1%	1.6%
Lux. Subcompact SUV/Crossover	\$42,541	\$42,502	\$41,645	0.1%	2.2%
Mid-size Car	\$34,194	\$34,093	\$33,865	0.3%	1.0%
Mid-size SUV/Crossover	\$50,144	\$49,796	\$48,955	0.7%	2.4%
Minivan	\$49,178	\$48,952	\$48,151	0.5%	2.1%
Small/Mid-size Pickup Truck	\$43,420	\$42,985	\$42,897	1.0%	1.2%
Sports Car	\$43,866	\$45,569	\$50,130	-3.7%	-12.5%
Subcompact Car	\$36,657	\$32,527	\$24,019	12.7%	52.6%
Subcompact SUV/Crossover	\$31,052	\$31,131	\$30,701	-0.3%	1.1%
Van	\$63,379	\$61,936	\$60,816	2.3%	4.2%
Industry Average	\$49,855	\$49,758	\$48,916	0.2%	1.9%

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Industry average includes some categories not listed