



Data Tables for August 2026 Kelley Blue Book Average Transaction Prices Report

Manufacturer	August 2026 Transaction Price (Avg)*	July 2026 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$71,374	\$72,451	\$70,406	-1.5%	1.4%
Ford Motor Company	\$60,106	\$58,987	\$57,440	1.9%	4.6%
Geely Auto Group	\$62,905	\$62,516	\$60,348	0.6%	4.2%
General Motors	\$54,255	\$53,830	\$53,770	0.8%	0.9%
Honda Motor Company	\$38,867	\$38,813	\$39,474	0.1%	-1.5%
Hyundai Motor Group	\$39,182	\$39,174	\$39,482	0.0%	-0.8%
Mazda Motor Corporation	\$36,824	\$37,357	\$37,440	-1.4%	-1.6%
Mercedes-Benz Group AG	\$71,999	\$71,967	\$73,049	0.0%	-1.4%
Renault-Nissan-Mitsu Alliance	\$39,237	\$38,653	\$36,408	1.5%	7.8%
Stellantis	\$58,833	\$58,540	\$55,754	0.5%	5.5%
Subaru Corporation	\$37,366	\$37,408	\$36,009	-0.1%	3.8%
Tata Motors	\$102,297	\$102,669	\$104,585	-0.4%	-2.2%
Tesla Motors	\$52,616	\$53,893	\$54,482	-2.4%	-3.4%
Toyota Motor Corporation	\$47,662	\$47,119	\$45,339	1.2%	5.1%
Volkswagen Group	\$58,099	\$58,170	\$58,960	-0.1%	-1.5%
Industry Average	\$50,089	\$49,864	\$49,163	0.5%	1.9%

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

Make	August 2026 Transaction Price (Avg)*	July 2026 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$49,842	\$49,701	\$49,281	0.3%	1.1%
Audi	\$64,850	\$65,828	\$66,822	-1.5%	-3.0%
BMW	\$73,590	\$74,389	\$72,754	-1.1%	1.1%
Buick	\$36,901	\$36,909	\$35,506	0.0%	3.9%
Cadillac	\$85,823	\$86,191	\$79,840	-0.4%	7.5%
Chevrolet	\$49,408	\$48,977	\$48,783	0.9%	1.3%
Chrysler	\$49,129	\$50,211	\$48,970	-2.2%	0.3%
Dodge	\$54,050	\$53,245	\$50,604	1.5%	6.8%
Ford	\$59,365	\$58,401	\$56,931	1.7%	4.3%
Genesis	\$65,182	\$64,949	\$63,711	0.4%	2.3%
GMC	\$66,090	\$66,879	\$65,469	-1.2%	0.9%
Honda	\$37,805	\$37,764	\$38,579	0.1%	-2.0%
Hyundai	\$37,382	\$37,337	\$38,912	0.1%	-3.9%
Infiniti	\$68,001	\$68,600	\$67,200	-0.9%	1.2%
Jeep	\$52,098	\$52,586	\$52,302	-0.9%	-0.4%
Kia	\$38,681	\$38,810	\$37,776	-0.3%	2.4%
Land Rover	\$103,329	\$103,801	\$106,184	-0.5%	-2.7%
Lexus	\$63,434	\$63,866	\$60,906	-0.7%	4.2%
Lincoln	\$76,143	\$77,797	\$68,439	-2.1%	11.3%
Mazda	\$36,824	\$37,357	\$37,440	-1.4%	-1.6%
Mercedes-Benz	\$71,999	\$71,967	\$73,049	0.0%	-1.4%
MINI	\$40,917	\$41,168	\$40,430	-0.6%	1.2%
Mitsubishi	\$35,661	\$34,012	\$34,134	4.8%	4.5%
Nissan	\$37,343	\$37,095	\$34,848	0.7%	7.2%
Porsche	\$130,403	\$129,452	\$120,259	0.7%	8.4%
Ram	\$68,461	\$67,667	\$64,082	1.2%	6.8%
Subaru	\$37,366	\$37,408	\$36,009	-0.1%	3.8%
Tesla	\$52,616	\$53,893	\$54,482	-2.4%	-3.4%
Toyota	\$44,829	\$44,380	\$42,634	1.0%	5.1%
Volkswagen	\$39,158	\$39,167	\$40,448	0.0%	-3.2%
Volvo	\$63,017	\$62,540	\$59,783	0.8%	5.4%
Industry Average	\$50,089	\$49,864	\$49,163	0.5%	1.9%

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Category	August 2026 Transaction Price (Avg)*	July 2026 Transaction Price (Avg)*	August 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$27,997	\$27,913	\$27,203	0.3%	2.9%
Compact SUV/Crossover	\$37,722	\$37,601	\$37,313	0.3%	1.1%
Entry-level Luxury Car	\$60,618	\$61,311	\$57,823	-1.1%	4.8%
Full-size Pickup Truck	\$67,446	\$66,983	\$66,042	0.7%	2.1%
Full-size SUV/Crossover	\$79,710	\$79,686	\$76,954	0.0%	3.6%
High Performance Car	\$137,988	\$137,474	\$134,057	0.4%	2.9%
High-end Luxury Car	\$123,947	\$125,539	\$119,598	-1.3%	3.6%
Luxury Car	\$60,243	\$60,563	\$60,555	-0.5%	-0.5%
Luxury Compact SUV/Crossover	\$54,963	\$54,810	\$54,741	0.3%	0.4%
Luxury Full-size SUV/Crossover	\$100,282	\$102,771	\$101,927	-2.4%	-1.6%
Luxury Mid-size SUV/Crossover	\$74,605	\$75,652	\$73,828	-1.4%	1.1%
Lux. Subcompact SUV/Crossover	\$47,175	\$46,798	\$46,360	0.8%	1.8%
Mid-size Car	\$33,909	\$34,188	\$33,707	-0.8%	0.6%
Mid-size SUV/Crossover	\$50,315	\$50,209	\$49,526	0.2%	1.6%
Minivan	\$49,151	\$49,254	\$48,642	-0.2%	1.0%
Small/Mid-size Pickup Truck	\$43,806	\$43,405	\$43,294	0.9%	1.2%
Sports Car	\$43,110	\$43,800	\$50,635	-1.6%	-14.9%
Subcompact Car	\$37,622	\$36,681	\$25,036	2.6%	50.3%
Subcompact SUV/Crossover	\$31,149	\$31,031	\$30,464	0.4%	2.2%
Van	\$64,645	\$63,453	\$60,285	1.9%	7.2%
Industry Average	\$50,089	\$49,864	\$49,163	0.5%	1.9%

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