



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

Manufacturer	September 2026 Transaction Price (Avg)*	August 2026 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	\$70,533	\$71,392	\$70,665	-1.2%	-0.2%
Ford Motor Company	\$60,631	\$60,098	\$58,412	0.9%	3.8%
Geely Auto Group	\$61,837	\$62,389	\$60,740	-0.9%	1.8%
General Motors	\$54,468	\$54,233	\$54,947	0.4%	-0.9%
Honda Motor Company	\$39,239	\$38,861	\$39,376	1.0%	-0.3%
Hyundai Motor Group	\$39,396	\$39,175	\$39,905	0.6%	-1.3%
Mazda Motor Corporation	\$37,084	\$36,824	\$36,121	0.7%	2.7%
Mercedes-Benz Group AG	\$72,414	\$71,961	\$74,023	0.6%	-2.2%
Renault-Nissan-Mitsu Alliance	\$39,440	\$39,226	\$36,914	0.5%	6.8%
Stellantis	\$58,998	\$58,917	\$55,277	0.1%	6.7%
Subaru Corporation	\$37,344	\$37,366	\$36,136	-0.1%	3.3%
Tata Motors	\$100,419	\$102,802	\$103,323	-2.3%	-2.8%
Tesla Motors	\$54,345	\$52,604	\$54,138	3.3%	0.4%
Toyota Motor Corporation	\$47,323	\$47,649	\$45,246	-0.7%	4.6%
Volkswagen Group	\$59,217	\$58,022	\$60,130	2.1%	-1.5%
Industry Average	\$50,562	\$50,089	\$50,221	0.9%	0.7%

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

Make	September 2026 Transaction Price (Avg)*	August 2026 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$50,425	\$49,826	\$49,561	1.2%	1.7%
Audi	\$64,974	\$64,764	\$69,035	0.3%	-5.9%
BMW	\$72,292	\$73,610	\$72,713	-1.8%	-0.6%
Buick	\$36,426	\$36,906	\$36,538	-1.3%	-0.3%
Cadillac	\$84,525	\$85,668	\$79,609	-1.3%	6.2%
Chevrolet	\$49,465	\$49,388	\$49,579	0.2%	-0.2%
Chrysler	\$49,499	\$49,404	\$48,157	0.2%	2.8%
Dodge	\$54,221	\$53,920	\$50,341	0.6%	7.7%
Ford	\$59,963	\$59,359	\$57,877	1.0%	3.6%
Genesis	\$64,054	\$65,218	\$64,146	-1.8%	-0.1%
GMC	\$65,532	\$66,082	\$66,017	-0.8%	-0.7%
Honda	\$38,224	\$37,800	\$38,340	1.1%	-0.3%
Hyundai	\$37,316	\$37,370	\$38,724	-0.1%	-3.6%
Infiniti	\$68,654	\$67,914	\$66,413	1.1%	3.4%
Jeep	\$53,573	\$52,129	\$51,804	2.8%	3.4%
Kia	\$38,906	\$38,676	\$38,646	0.6%	0.7%
Land Rover	\$101,308	\$103,629	\$105,202	-2.2%	-3.7%
Lexus	\$63,321	\$63,419	\$61,874	-0.2%	2.3%
Lincoln	\$76,325	\$76,095	\$69,789	0.3%	9.4%
Mazda	\$37,084	\$36,824	\$36,121	0.7%	2.7%
Mercedes-Benz	\$72,414	\$71,961	\$74,023	0.6%	-2.2%
MINI	\$41,612	\$40,922	\$41,339	1.7%	0.7%
Mitsubishi	\$34,353	\$35,636	\$34,680	-3.6%	-0.9%
Nissan	\$37,437	\$37,340	\$34,855	0.3%	7.4%
Porsche	\$128,831	\$130,102	\$120,921	-1.0%	6.5%
Ram	\$68,351	\$68,595	\$65,314	-0.4%	4.6%
Subaru	\$37,344	\$37,366	\$36,136	-0.1%	3.3%
Tesla	\$54,345	\$52,604	\$54,138	3.3%	0.4%
Toyota	\$44,539	\$44,816	\$42,444	-0.6%	4.9%
Volkswagen	\$38,461	\$39,133	\$40,659	-1.7%	-5.4%
Volvo	\$61,983	\$62,495	\$60,426	-0.8%	2.6%
Industry Average	\$50,562	\$50,089	\$50,221	0.9%	0.7%

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Category	September 2026 Transaction Price (Avg)*	August 2026 Transaction Price (Avg)*	September 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$27,977	\$27,978	\$27,107	-0.0%	3.2%
Compact SUV/Crossover	\$37,614	\$37,717	\$37,770	-0.3%	-0.4%
Entry-level Luxury Car	\$60,007	\$60,676	\$57,460	-1.1%	4.4%
Full-size Pickup Truck	\$67,573	\$67,436	\$66,599	0.2%	1.5%
Full-size SUV/Crossover	\$79,707	\$79,680	\$76,825	0.0%	3.8%
High Performance Car	\$136,265	\$138,443	\$127,552	-1.6%	6.8%
High-end Luxury Car	\$125,575	\$123,725	\$120,658	1.5%	4.1%
Luxury Car	\$62,072	\$59,229	\$60,225	4.8%	3.1%
Luxury Compact SUV/Crossover	\$55,206	\$54,722	\$54,797	0.9%	0.7%
Luxury Full-size SUV/Crossover	\$102,367	\$100,194	\$101,845	2.2%	0.5%
Luxury Mid-size SUV/Crossover	\$74,126	\$74,617	\$74,506	-0.7%	-0.5%
Lux. Subcompact SUV/Crossover	\$47,021	\$47,116	\$46,577	-0.2%	1.0%
Mid-size Car	\$34,104	\$33,889	\$34,038	0.6%	0.2%
Mid-size SUV/Crossover	\$50,630	\$50,310	\$49,641	0.6%	2.0%
Minivan	\$48,944	\$49,247	\$48,358	-0.6%	1.2%
Small/Mid-size Pickup Truck	\$43,790	\$43,800	\$43,374	-0.0%	1.0%
Sports Car	\$43,785	\$43,177	\$51,026	1.4%	-14.2%
Subcompact Car	\$38,965	\$37,648	\$25,035	3.5%	55.6%
Subcompact SUV/Crossover	\$31,213	\$31,152	\$30,763	0.2%	1.5%
Van	\$64,698	\$64,732	\$61,237	-0.1%	5.7%
Industry Average	\$50,562	\$50,089	\$50,221	0.9%	0.7%

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