COX AUTOMOTIVE

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

Manufacturer	October 2026 Transaction Price (Avg)*	September 2026 Transaction Price (Avg)*	October 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
BMW	$71,102	$70,515	$70,882	0.8%	0.3%
Ford Motor Company	$62,326	$60,619	$58,548	2.8%	6.5%
Geely Auto Group	$61,247	$61,820	$59,239	-0.9%	3.4%
General Motors	$55,886	$54,439	$56,441	2.7%	-1.0%
Honda Motor Company	$39,288	$39,246	$39,037	0.1%	0.6%
Hyundai Motor Group	$39,865	$39,391	$38,648	1.2%	3.2%
Mazda Motor Corporation	$37,082	$37,090	$35,241	-0.0%	5.2%
Mercedes-Benz Group AG	$71,086	$70,206	$77,279	1.3%	-8.0%
Renault-Nissan-Mitsu Alliance	$39,144	$39,425	$37,397	-0.7%	4.7%
Stellantis	$59,947	$59,088	$54,878	1.5%	9.2%
Subaru Corporation	$37,429	$37,343	$36,137	0.2%	3.6%
Tata Motors	$102,005	$100,342	$102,737	1.7%	-0.7%
Tesla Motors	$54,194	$54,345	$53,571	-0.3%	1.2%
Toyota Motor Corporation	$47,118	$47,328	$45,477	-0.4%	3.6%
Volkswagen Group	$58,485	$58,460	$58,146	0.0%	0.6%
Industry Average	**$51,109**	**$50,460**	**$50,055**	**1.3%**	**2.1%**

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

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Make	October 2026 Transaction Price (Avg)*	September 2026 Transaction Price (Avg)*	October 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	$50,320	$50,412	$49,440	-0.2%	1.8%
Audi	$64,403	$64,994	$65,989	-0.9%	-2.4%
BMW	$73,149	$72,273	$72,896	1.2%	0.3%
Buick	$37,400	$36,426	$36,503	2.7%	2.5%
Cadillac	$90,101	$84,695	$84,524	6.4%	6.6%
Chevrolet	$51,058	$49,404	$51,245	3.3%	-0.4%
Chrysler	$49,959	$49,725	$48,094	0.5%	3.9%
Dodge	$53,475	$54,241	$49,131	-1.4%	8.8%
Ford	$61,565	$59,951	$57,980	2.7%	6.2%
Genesis	$64,316	$64,001	$64,326	0.5%	-0.0%
GMC	$65,607	$65,537	$67,149	0.1%	-2.3%
Honda	$38,198	$38,233	$37,886	-0.1%	0.8%
Hyundai	$38,320	$37,311	$38,271	2.7%	0.1%
Infiniti	$69,865	$68,682	$65,736	1.7%	6.3%
Jeep	$53,592	$53,602	$50,006	-0.0%	7.2%
Kia	$39,260	$38,906	$36,419	0.9%	7.8%
Land Rover	$102,826	$101,233	$104,826	1.6%	-1.9%
Lexus	$63,899	$63,320	$62,164	0.9%	2.8%
Lincoln	$78,132	$76,337	$70,207	2.4%	11.3%
Mazda	$37,082	$37,090	$35,241	-0.0%	5.2%
Mercedes-Benz	$71,086	$70,206	$77,279	1.3%	-8.0%
MINI	$41,075	$41,602	$40,479	-1.3%	1.5%
Mitsubishi	$33,579	$34,323	$32,662	-2.2%	2.8%
Nissan	$37,578	$37,420	$35,784	0.4%	5.0%
Porsche	$125,270	$124,214	$126,418	0.9%	-0.9%
Ram	$69,850	$68,491	$65,611	2.0%	6.5%
Subaru	$37,429	$37,343	$36,137	0.2%	3.6%
Tesla	$54,194	$54,345	$53,571	-0.3%	1.2%
Toyota	$44,168	$44,546	$42,699	-0.8%	3.4%
Volkswagen	$40,185	$38,476	$38,115	4.4%	5.4%
Volvo	$61,588	$61,962	$58,954	-0.6%	4.5%
Industry Average	**$51,109**	**$50,460**	**$50,055**	**1.3%**	**2.1%**

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Category	October 2026 Transaction Price (Avg)*	September 2026 Transaction Price (Avg)*	October 2025 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	$28,030	$27,971	$27,110	0.2%	3.4%
Compact SUV/Crossover	$37,895	$37,616	$36,322	0.7%	4.3%
Entry-level Luxury Car	$59,718	$59,638	$57,967	0.1%	3.0%
Full-size Pickup Truck	$67,912	$67,581	$66,967	0.5%	1.4%
Full-size SUV/Crossover	$80,957	$79,718	$80,016	1.6%	1.2%
High Performance Car	$137,236	$131,378	$138,862	4.5%	-1.2%
High-end Luxury Car	$125,540	$124,400	$126,121	0.9%	-0.5%
Luxury Car	$62,453	$63,011	$61,610	-0.9%	1.4%
Luxury Compact SUV/Crossover	$55,498	$55,248	$54,331	0.5%	2.1%
Luxury Full-size SUV/Crossover	$102,424	$102,424	$100,065	-0.0%	2.4%
Luxury Mid-size SUV/Crossover	$74,938	$74,123	$74,661	1.1%	0.4%
Lux. Subcompact SUV/Crossover	$46,700	$46,814	$45,830	-0.2%	1.9%
Mid-size Car	$34,150	$34,121	$34,073	0.1%	0.2%
Mid-size SUV/Crossover	$50,570	$50,634	$49,611	-0.1%	1.9%
Minivan	$49,358	$49,036	$48,295	0.7%	2.2%
Small/Mid-size Pickup Truck	$43,891	$43,783	$43,965	0.2%	-0.2%
Sports Car	$45,360	$43,707	$49,148	3.8%	-7.7%
Subcompact Car	$38,423	$38,963	$25,707	-1.4%	49.5%
Subcompact SUV/Crossover	$31,333	$31,211	$30,753	0.4%	1.9%
Van	$64,194	$64,382	$61,607	-0.3%	4.2%
Industry Average	**$51,109**	**$50,460**	**$50,055**	**1.3%**	**2.1%**

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