



Data Tables for September 2024 Kelley Blue Book Average Transaction Prices Report

Manufacturer	September 2024 Transaction Price (Avg)*	August 2024 Transaction Price (Avg)*	September 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
American Honda Motor Co.	\$39,249	\$38,839	\$37,870	1.1%	3.6%
BMW of North America, LLC	\$69,701	\$66,967	\$70,758	4.1%	-1.5%
Ford Motor Company	\$57,069	\$56,538	\$56,084	0.9%	1.8%
General Motors Corp.	\$51,839	\$51,084	\$52,857	1.5%	-1.9%
Hyundai Motor America	\$39,256	\$39,192	\$39,415	0.2%	-0.4%
Jaguar Land Rover North America	\$100,154	\$97,208	\$93,565	3.0%	7.0%
Kia Motors America Inc.	\$37,035	\$36,744	\$35,439	0.8%	4.5%
Mazda Motor of America	\$35,583	\$35,218	\$35,482	1.0%	0.3%
Mercedes-Benz Group AG	\$72,345	\$72,377	\$78,147	0.0%	-7.4%
Mitsubishi Motor N.A.	\$25,690	\$32,479	\$30,979	-20.9%	-17.1%
Nissan North America Inc.	\$ 36,686	\$36,559	\$37,121	0.3%	-1.2%
Polestar Automotive USA Inc.	\$49,521	\$50,587	\$59,674	-2.1%	-17.0%
Porsche Cars North America, Inc.	\$125,894	\$123,839	\$120,053	1.7%	4.9%
Stellantis	\$55,985	\$55,788	\$58,193	0.4%	-3.8%
Subaru of America, Inc.	\$35,187	\$34,834	\$35,510	1.0%	-0.9%
Tesla Motors	\$58,212	\$59,059	\$51,237	-1.4%	13.6%
Toyota Motor Sales USA, Inc.	\$44,048	\$45,015	\$42,822	-2.1%	2.9%
Volkswagen Group of America Inc.	\$46,557	\$47,307	\$47,784	-1.6%	-2.6%
Volvo Car USA LLC	\$58,781	\$58,498	\$55,683	0.5%	5.6%
Industry	\$48,397	\$47,997	\$48,615	0.8%	-0.4%

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

Make	September 2024 Transaction Price (Avg)*	August 2024 Transaction Price (Avg)*	September 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Acura	\$53,939	\$53,631	\$51,123	0.6%	5.5%
Alfa Romeo	\$51,751	\$52,063	\$53,071	-0.6%	-2.5%
Audi	\$65,690	\$67,060	\$66,297	-2.0%	-0.9%
BMW	\$72,122	\$68,153	\$73,956	5.8%	-2.5%
Buick	\$35,830	\$33,898	\$36,760	5.7%	-2.5%
Cadillac	\$71,567	\$71,080	\$73,890	0.7%	-3.1%
Chevrolet	\$46,921	\$46,446	\$48,346	1.0%	-2.9%
Chrysler	\$48,788	\$48,427	\$50,009	0.7%	-2.4%
Dodge	\$52,009	\$52,465	\$52,413	-0.9%	-0.8%
Fiat	\$32,403	\$34,476	\$31,777	-6.0%	2.0%
Ford	\$56,489	\$55,963	\$55,618	0.9%	1.6%
GMC	\$66,183	\$65,300	\$67,032	1.4%	-1.3%
Genesis	\$63,176	\$62,636	\$62,321	0.9%	1.4%
Honda	\$37,724	\$37,453	\$36,235	0.7%	4.1%
Hyundai	\$36,754	\$37,007	\$37,208	-0.7%	-1.2%
Infiniti	\$65,749	\$62,358	\$61,242	5.4%	7.4%
Jaguar	\$69,641	\$74,760	\$72,368	-6.8%	-3.8%
Jeep	\$50,745	\$50,640	\$54,971	0.2%	-7.7%
Kia	\$37,035	\$36,744	\$35,439	0.8%	4.5%
Land Rover	\$103,265	\$100,017	\$96,111	3.2%	7.4%
Lexus	\$60,162	\$59,809	\$58,097	0.6%	3.6%
Lincoln	\$66,780	\$66,576	\$66,361	0.3%	0.6%
Mazda	\$35,583	\$35,218	\$35,482	1.0%	0.3%
Mercedes-Benz	\$72,345	\$72,377	\$78,147	0.0%	-7.4%
Mini	\$39,898	\$38,631	\$39,947	3.3%	-0.1%
Mitsubishi	\$25,690	\$32,479	\$30,979	-20.9%	-17.1%
Nissan	\$34,584	\$34,362	\$35,075	0.6%	-1.4%
Polestar	\$49,521	\$50,587	\$59,674	-2.1%	-17.0%
Porsche	\$125,894	\$123,839	\$120,053	1.7%	4.9%
Ram	\$64,932	\$65,370	\$65,821	-0.7%	-1.4%
Subaru	\$35,187	\$34,834	\$35,510	1.0%	-0.9%
Tesla	\$58,212	\$59,059	\$51,237	-1.4%	13.6%
Toyota	\$41,467	\$42,411	\$40,565	-2.2%	2.2%
Volkswagen	\$35,579	\$37,601	\$36,843	-5.4%	-3.4%
Volvo	\$58,781	\$58,498	\$55,683	0.5%	5.6%
Industry	\$48,397	\$47,997	\$48,615	0.8%	-0.4%

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Category	September 2024 Transaction Price (Avg)*	August 2024 Transaction Price (Avg)*	September 2023 Transaction Price (Avg)*	Month-Over-Month Percent Change	Year-Over-Year Percent Change
Compact Car	\$27,462	\$27,534	\$27,073	-0.3%	1.4%
Compact SUV/Crossover	\$36,603	\$36,608	\$37,111	0.0%	-1.4%
Entry-level Luxury Car	\$56,408	\$56,793	\$56,565	-0.7%	-0.3%
Full-size Car	\$46,682	\$46,438	\$47,808	0.5%	-2.4%
Full-size Pickup Truck	\$65,911	\$65,543	\$66,750	0.6%	-1.3%
Full-size SUV/Crossover	\$75,861	\$75,731	\$78,033	0.2%	-2.8%
High Performance Car	\$142,569	\$135,115	\$132,401	5.5%	7.7%
High-end Luxury Car	\$117,557	\$116,765	\$116,922	0.7%	0.5%
Luxury Car	\$52,018	\$54,244	\$51,021	-4.1%	2.0%
Luxury Compact SUV/Crossover	\$51,722	\$52,181	\$52,789	-0.9%	-2.0%
Luxury Full-size SUV/Crossover	\$97,020	\$89,867	\$73,501	8.0%	-6.2%
Luxury Mid-size SUV/Crossover	\$73,780	\$72,890	\$40,205	1.2%	0.4%
Luxury Subcompact SUV/Crossover	\$41,512	\$40,195	\$32,553	3.3%	3.2%
Mid-size Car	\$32,785	\$33,197	\$48,585	-1.2%	0.7%
Mid-size SUV/Crossover	\$48,012	\$48,518	\$48,405	-1.0%	-1.2%
Minivan	\$48,145	\$47,393	\$42,057	1.6%	-0.5%
Small/Mid-size Pickup Truck	\$43,570	\$43,483	\$48,833	0.2%	3.6%
Sports Car	\$50,554	\$48,480	\$24,701	4.3%	3.5%
Subcompact Car	\$21,544	\$22,385	\$29,763	-3.8%	-12.8%
Subcompact SUV/Crossover	\$29,772	\$29,604	\$60,083	0.6%	0.0%
Van	\$55,671	\$59,868	\$27,073	-7.0%	-7.3%
Industry	\$48,397	\$47,997	\$48,615	0.8%	-0.4%

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