

Segment	August 2021 Transaction Price (Avg.)*	July 2021 Transaction Price (Avg.)*	August 2020 Transaction Price (Avg.)*	Percent Change July 2021 to August 2021*	Percent Change August 2020 to August 2021*
Compact Car	\$24,080	\$23,886	\$22,439	0.80%	7.30%
Compact SUV/Crossover	\$32,747	\$32,225	\$30,500	1.60%	7.40%
Electric Vehicle	\$49,938	\$49,785	\$57,346	0.30%	-12.90%
Entry-level Luxury Car	\$47,567	\$47,578	\$44,363	0.00%	7.20%
Full-size Car	\$42,785	\$42,510	\$39,203	0.60%	9.10%
Full-size Pickup Truck	\$57,325	\$57,305	\$52,734	0.00%	8.70%
Full-size SUV/Crossover	\$67,134	\$68,033	\$64,877	-1.30%	3.50%
High Performance Car	\$98,962	\$104,328	\$100,505	-5.10%	-1.50%
High-end Luxury Car	\$107,376	\$104,582	\$104,407	2.70%	2.80%
Hybrid/Alternative Energy Car	\$31,584	\$30,987	\$28,246	1.90%	11.80%
Luxury Car	\$68,869	\$66,312	\$62,694	3.90%	9.80%
Luxury Compact SUV/Crossover	\$49,379	\$48,934	\$46,489	0.90%	6.20%
Luxury Full-size SUV/Crossover	\$102,320	\$99,262	\$90,903	3.10%	12.60%
Luxury Mid-size SUV/Crossover	\$66,328	\$66,615	\$61,745	-0.40%	7.40%
Luxury Subcompact SUV/Crossover	\$43,281	\$42,554	\$39,759	1.70%	8.90%
Mid-size Car	\$30,698	\$30,237	\$27,269	1.50%	12.60%
Mid-size Pickup Truck	\$41,466	\$41,077	\$38,080	0.90%	8.90%
Mid-size SUV/Crossover	\$44,206	\$43,617	\$40,905	1.30%	8.10%
Minivan	\$43,338	\$43,013	\$37,135	0.80%	16.70%
Sports Car	\$43,759	\$43,462	\$42,186	0.70%	3.70%
Subcompact Car	\$20,672	\$20,624	\$19,125	0.20%	8.10%
Subcompact SUV/Crossover	\$27,687	\$27,447	\$25,468	0.90%	8.70%
Van	\$44,101	\$41,631	\$41,807	5.90%	5.50%
Industry	\$ 43,355	\$ 42,670	\$ 39,571	1.6%	9.6%
*Kelley Blue Book average transaction prices do not include applied consumer incentives.					
**Due to reporting errors with Tesla Motors, the Electric Vehicle ATP is likely higher than Kelley Blue Book estimates.					

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