

Used Cars vs New Cars Price Comparison

...

Kory Begley

The “Roadmap”

- Introduction
- General Trends
 - Interpretation(s)
- Trends in Brands
 - Interpretation(s)
- Trends in Models
 - Interpretation(s)
- Real World Applicability
- Conclusion
- Resources



Introduction - The Big “Why?”

“More people than ever before are paying over \$1000 monthly for new cars.”

- Josephine Nesbit

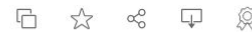
- Increasing prices
- Uninformed decision-making
- Introduction to the environment



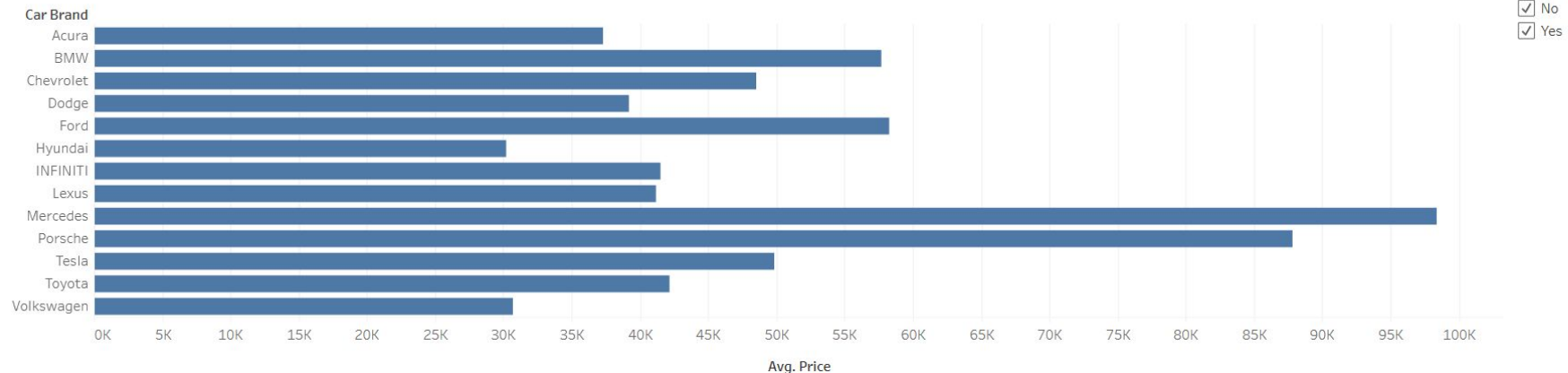
General Trends - Average Price by Brand

Visual: [HERE](#)

Average Price by Brand by [Kory Begley](#)

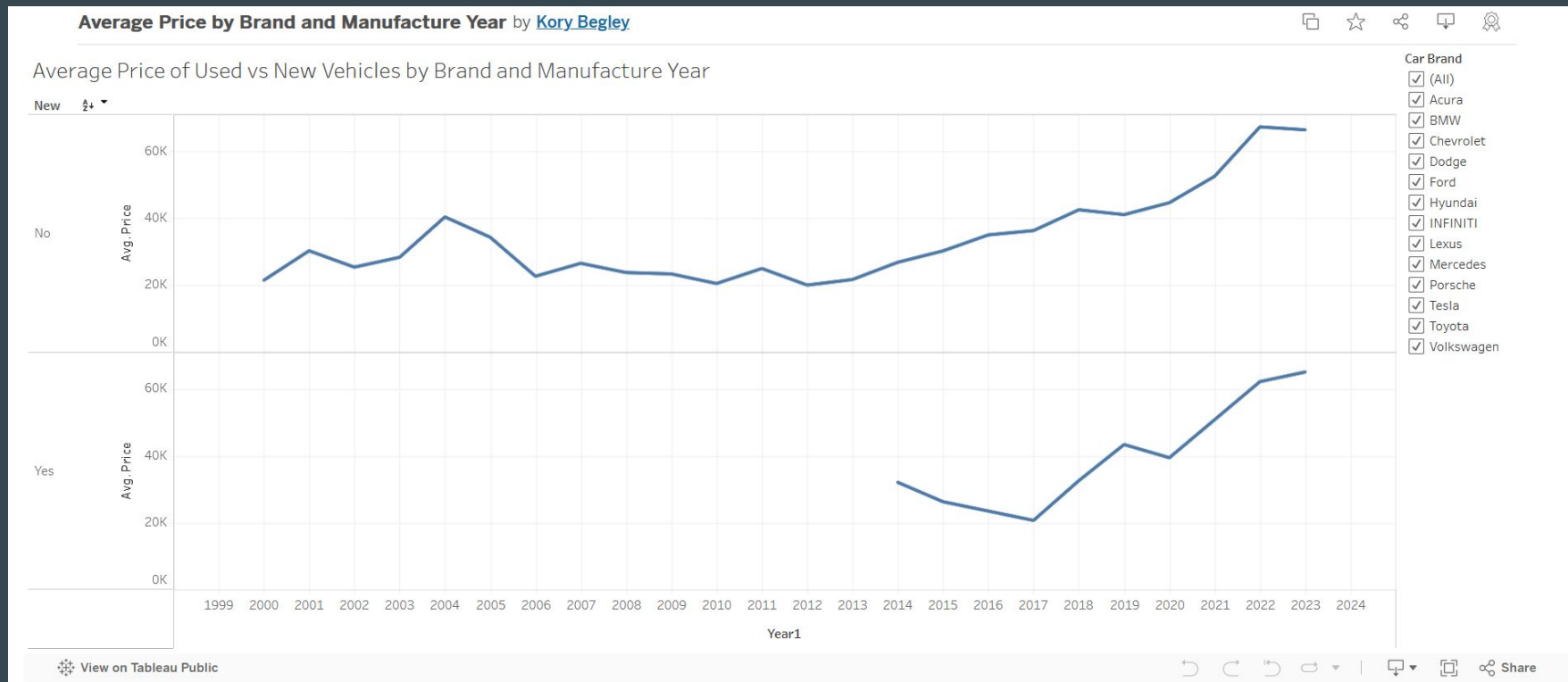


Average Price of Cars by Brand



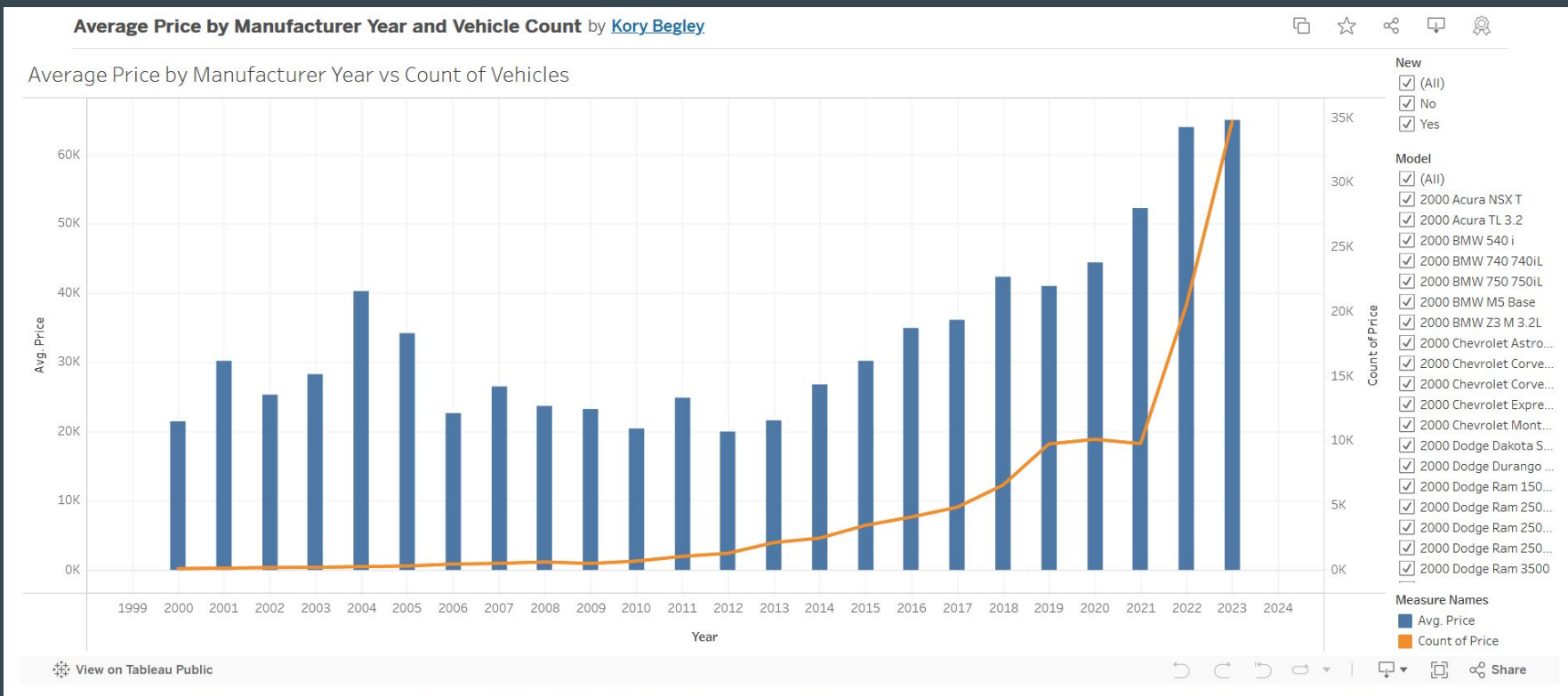
General Trends - Used vs New Price by Manufacturer Year, Brand

Visual: [HERE](#)



General Trends - Price by Manufacturer Year, Vehicle Count

Visual: [HERE](#)

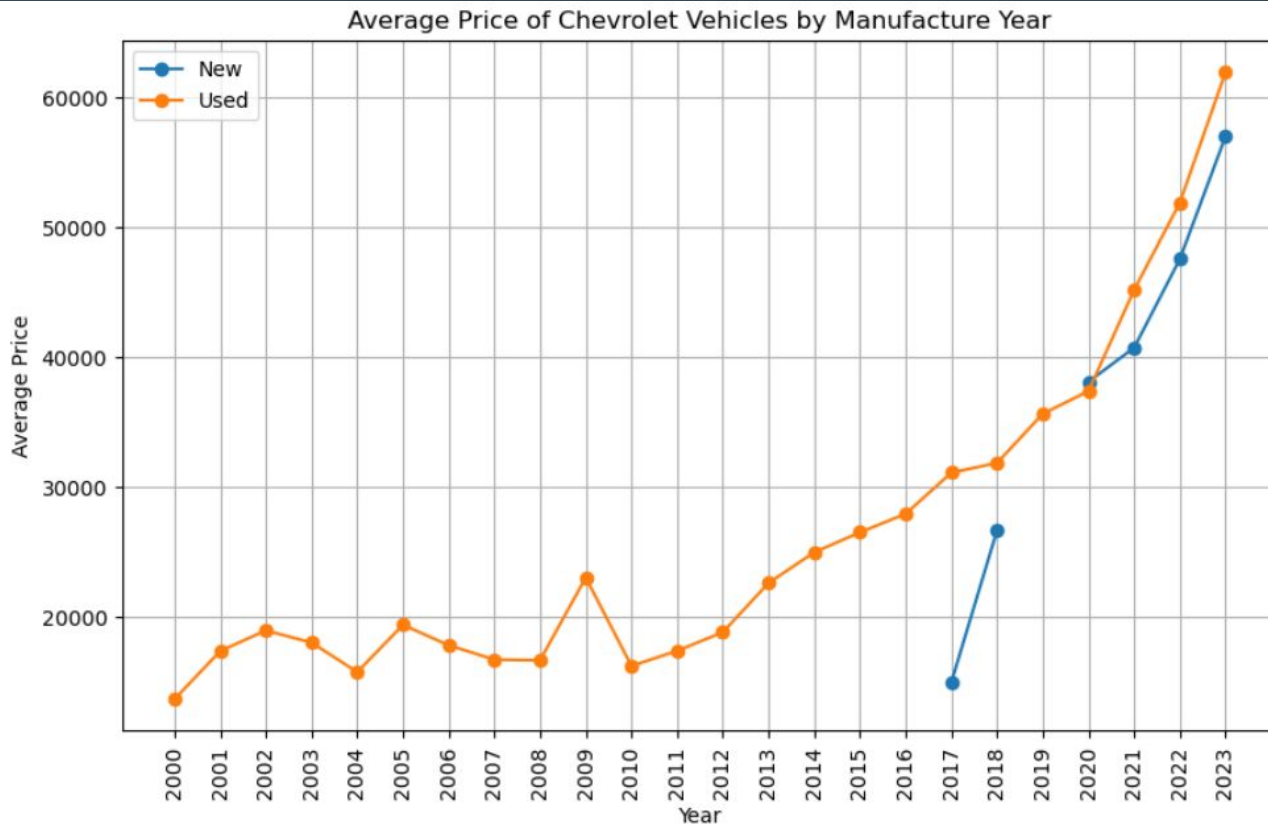


General Trends - Interpretation

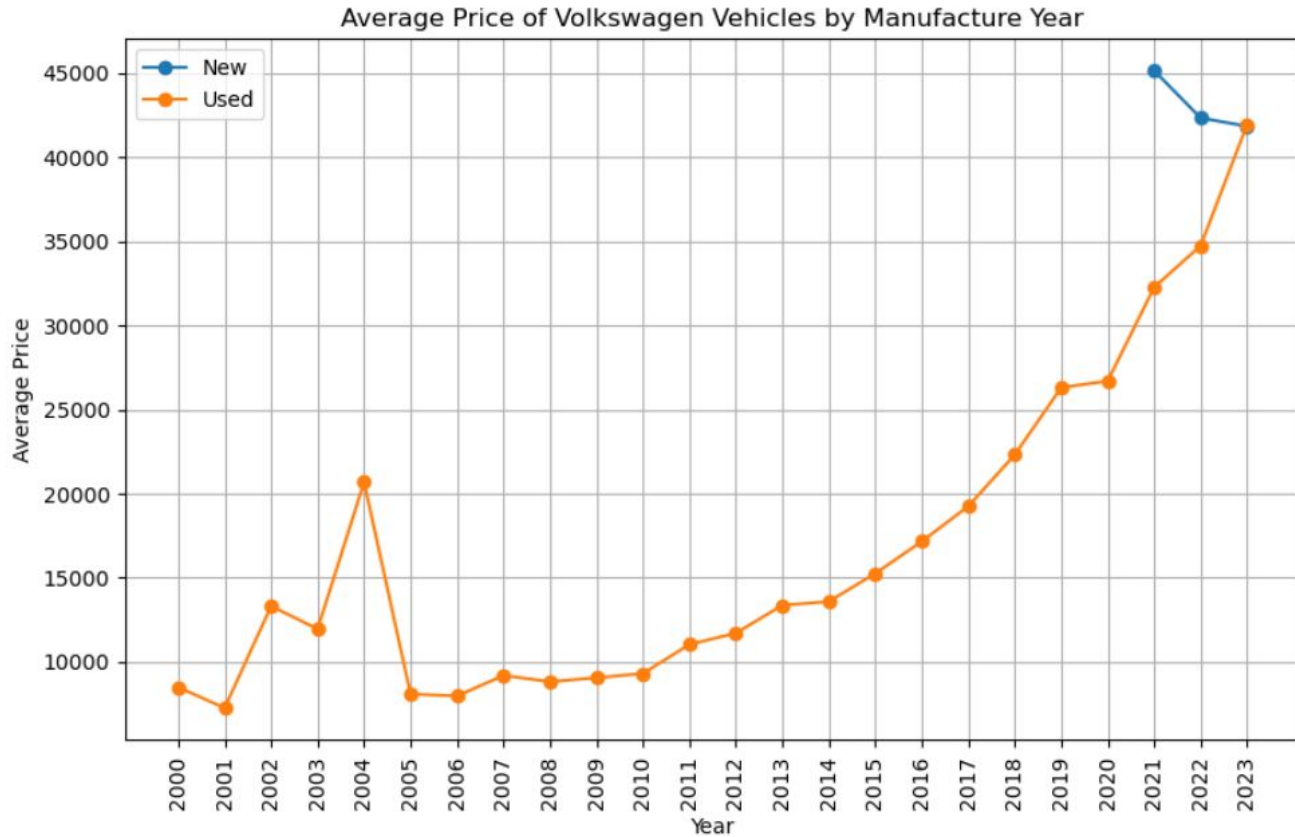
- Luxury brands tend to cost more
- Affordable brands tend to be more popular
- Used and new cars manufactured the last few years have less price disparity
- Used cars have slowly risen in price over the last decade
- Positive relationship between amount of cars and manufacture year on cars.com
- Used vehicles overall cost less on average then new vehicles



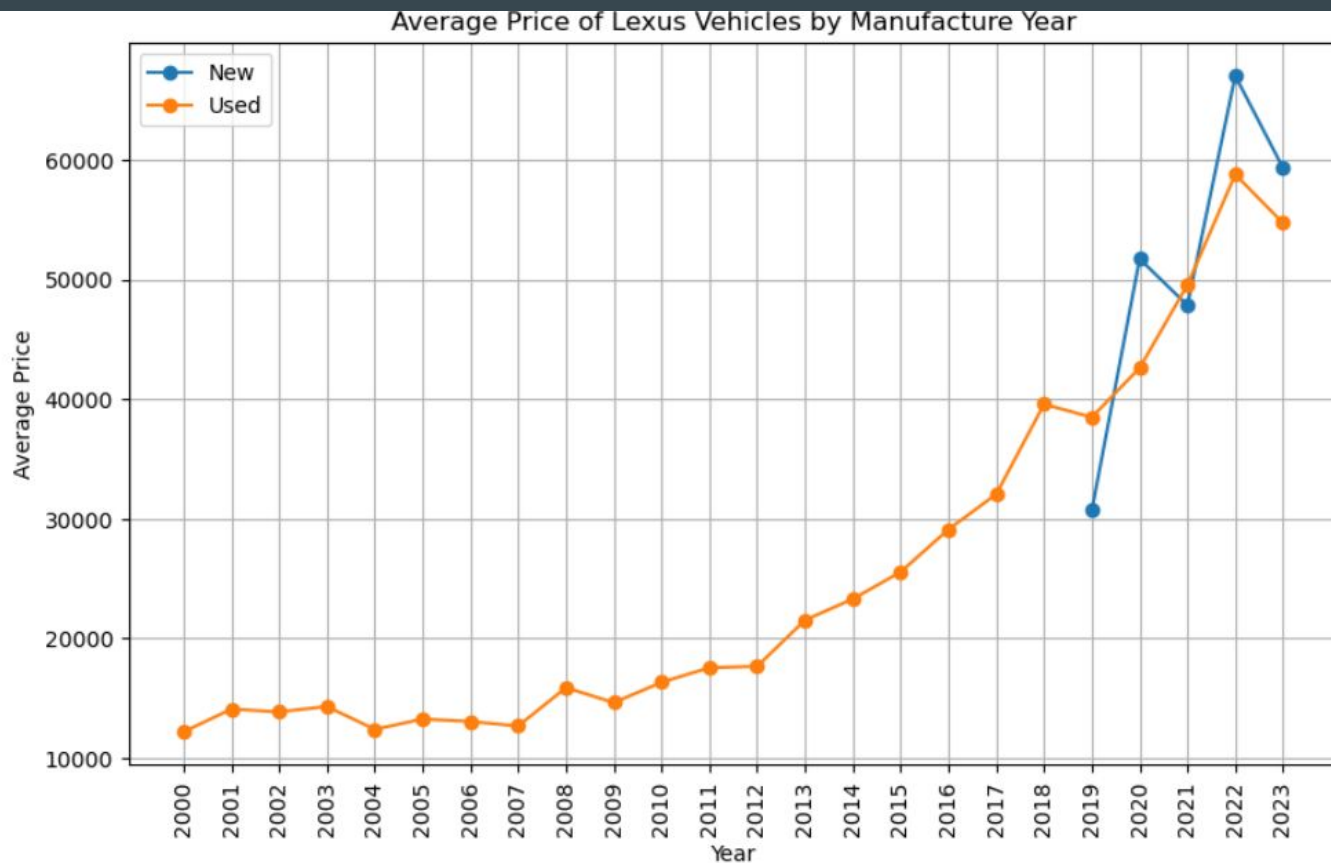
Trend in Brands - Chevrolet



Trend in Brands - Volkswagen

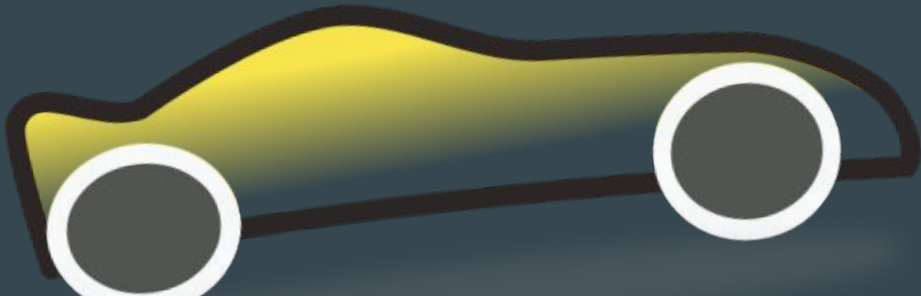


Trend in Brands - Lexus

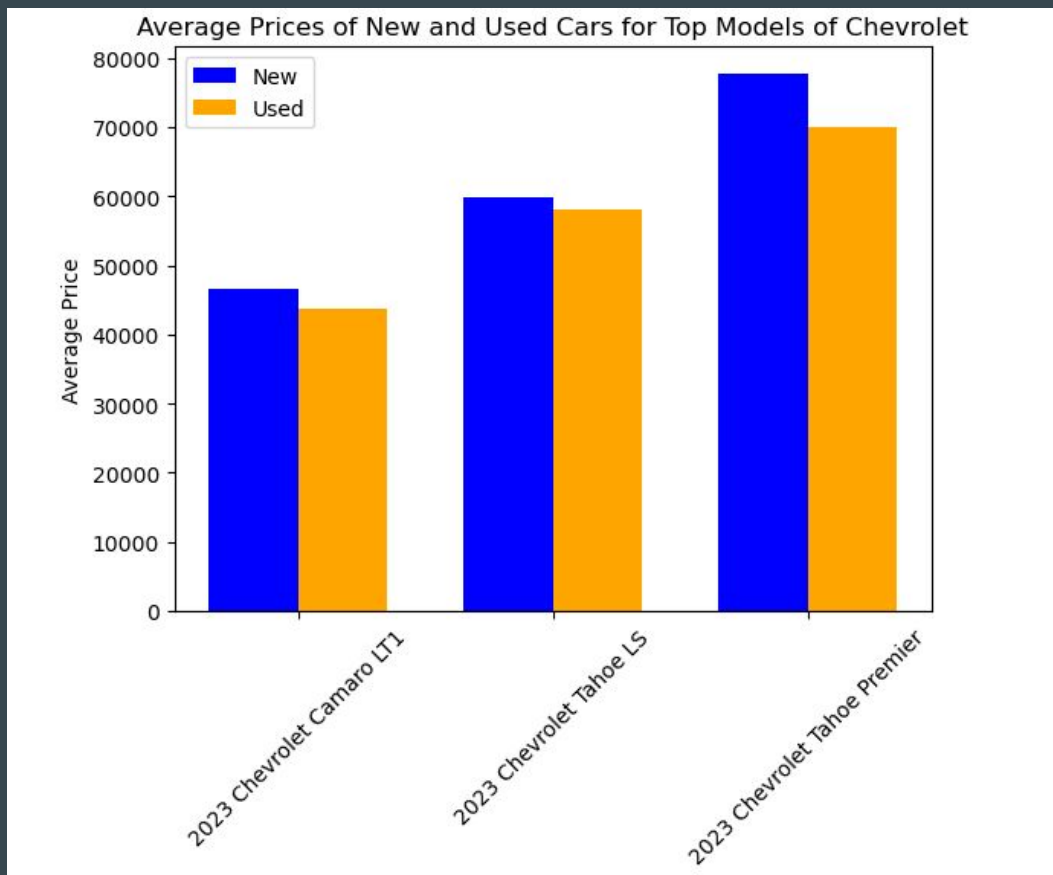


Trend in Brands - Interpretation

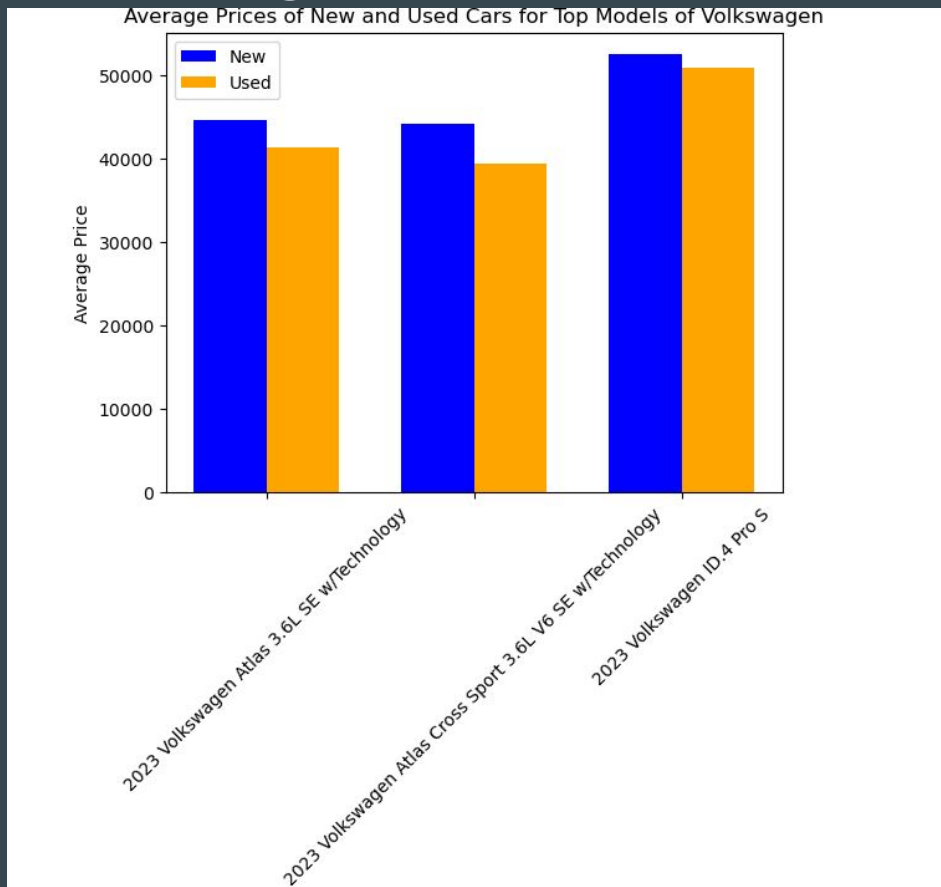
- More data for used cars
- Consistent trend between all 3 brands after 2014
- Increased average price in used/new cars if manufactured recently
- Independent variations for each brand
- New cars tend to be priced higher on average
- Not representative of every car out there



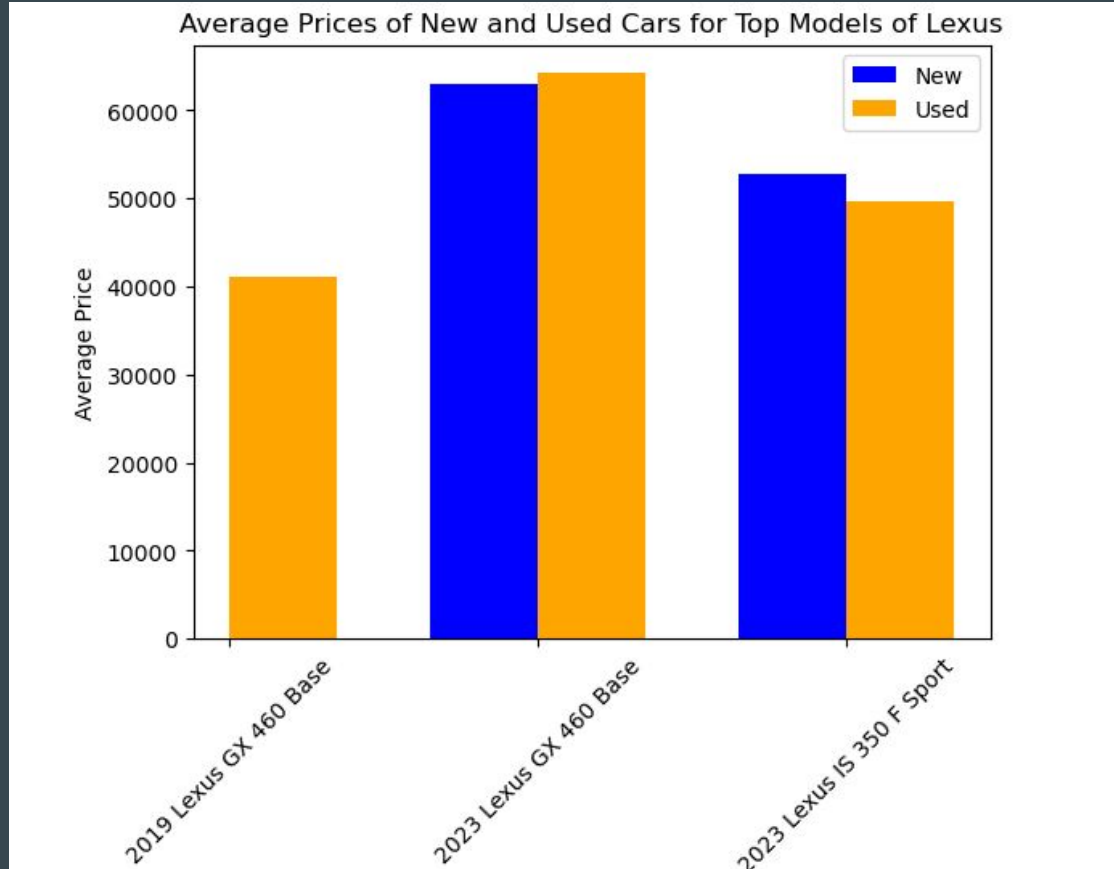
Trend in Models - Chevrolet



Trend in Models - Volkswagen



Trend in Models - Lexus



Trends in Models - Interpretation

- 7/9 times, new models were priced higher on average
- The only pre-2023 model had no new vehicle data
- Used cars stayed around \$40,000 mark
- New vehicles floated between \$50,000 and \$60,000 (few exceptions)
- Chevrolet had the greatest price disparity (\$30,000 difference)
- These metrics pertain to cars.com and the vehicles listed on their site



Real World Applicability

- Used cars can save thousands of dollars
- Larger budgets can look to more recently manufactured vehicles
- Affordable car brands more likely to fit strict budget needs
- Older models tend to be priced less on average
- Insight into how to observe these differences locally



Conclusion

- Used cars tend to be priced less on average
- Older cars tend to be priced less on average
- Luxury brands tend to be priced higher than the average
- Vehicles from 2014-Present follow a positive trend (in average price)
- The most common brands tend to be more affordable brands
- Prices for used/new specific models fit the structure of the overall population



Resources

20, January, et al. “More People than Ever Before Are Paying over \$1000 Monthly for New Cars.” Nasdaq, 20 Jan. 2024,
[https://www.nasdaq.com/articles/more-people-than-ever-before-are-paying-over-\\$1000-monthly-For-new-cars](https://www.nasdaq.com/articles/more-people-than-ever-before-are-paying-over-$1000-monthly-For-new-cars)