Kelley Blue Book Announces 2025 Best Resale Value Award Winners

Kelley Blue Book's Top 10 Vehicles for Best Resale Value Retain 53% or More of MSRP After Five Years

ATLANTA, March 4, 2025 /PRNewswire/ -- Most car buyers have heard the saying, "your new car loses value the moment you drive it off the dealer's lot!" but they may be surprised to know that depreciation can be one of the biggest expenses they will encounter while owning a vehicle. Understanding a car's resale value, and the extent of how much this amount can vary from one model to another, can make the difference of hundreds, if not thousands, of dollars over time. To help new-car buyers shop smart, Kelley Blue Book, a Cox Automotive brand, today announces the 2025 model-year brand, category and top 10 winners of the 23rd annual Best Resale Value Awards, recognizing vehicles for their projected retained value through the initial five-year ownership period.

"Toyota continues to ride the tide of its winning streak by taking home top honors for Best Resale Value: Brand, along with its sister company Lexus winning Best Resale Value: Luxury Brand," said Rheia Szymczyk, senior manager, valuation and analysis operations for Kelley Blue Book. "While there are several repeat winners on this year's Best Resale Value list, notable standouts include a few new models winning the award for the first time, especially in the ever-expanding electric vehicle categories."

2025 BEST RESALE VALUE: BRAND
Toyota

2025 BEST RESALE VALUE: LUXURY BRAND
Lexus

2025 BEST RESALE VALUE: BY VEHICLE CATEGORY

COMPACT CAR: Honda Civic	***OFF-ROAD SUV/CROSSOVER:*** Toyota 4Runner
MIDSIZE CAR: Honda Accord	***SUBCOMPACT SUV/CROSSOVER:*** Subaru Crosstrek
SPORTS CAR: Chevrolet Corvette	***COMPACT SUV/CROSSOVER:*** Honda CR-V
MINIVAN: Toyota Sienna	***MIDSIZE SUV/CROSSOVER:*** Toyota Grand Highlander
LUXURY COMPACT CAR: Acura Integra	***FULL-SIZE SUV/CROSSOVER:*** Toyota Sequoia
LUXURY MIDSIZE CAR: Lexus ES	***LUXURY SUBCOMPACT SUV/CROSSOVER:*** Lexus UX
LUXURY FULL-SIZE SEDAN: Lexus LS	***LUXURY COMPACT SUV/CROSSOVER:*** Lexus NX
PLUG-IN HYBRID: Toyota RAV4 Plug-In Hybrid	***LUXURY MIDSIZE SUV/CROSSOVER:*** Lexus RX
ELECTRIC CAR: *Tesla Model 3*	***LUXURY FULL-SIZE SUV/CROSSOVER:*** *Mercedes-Benz G-Class*
LUXURY ELECTRIC CAR: Porsche Taycan	***COMPACT PICKUP TRUCK:*** Ford Maverick
ELECTRIC SUV: Rivian R1S	***MIDSIZE PICKUP TRUCK:*** Toyota Tacoma
LUXURY ELECTRIC SUV: Lexus RZ	***FULL-SIZE PICKUP TRUCK:*** Toyota Tundra
ELECTRIC TRUCK: Rivian R1T	

2025 BEST RESALE VALUE: TOP 10 CARS

Chevrolet Corvette	Toyota 4Runner
Ford Bronco	Toyota GR Supra
Honda CR-V	Toyota RAV4
Mercedes-Benz G-Class	Toyota Tacoma
Porsche 911	Toyota Tundra

(Residual values used for award calculations are based on the 2025 model-year vehicles that appear in the January/February 2025 Kelley Blue Book® Residual Value Guide. Top 10 models appear in alphabetical order).

Many new-car buyers do not realize that depreciation often is the greatest expense incurred by drivers during the first five years of vehicle ownership. An average 2025 model-year vehicle will only retain about 45% of its original value after a five-year ownership period, meaning a $50,000 new car today will only be worth somewhere close to $22,500 after five years. In comparison, all vehicles in Kelley Blue Book's Top 10 for Best Resale Value in 2025 are projected to retain around 53% or more of their MSRP after the initial five-year ownership period.

Resale value for new vehicles can vary greatly. Vehicles with average or below-average resale values generally are plentiful in the marketplace and easy to find, but certain vehicles are projected to hold their value better than others. While much of a vehicle's resale value is based on supply and demand, as well as current and projected future market conditions, vehicles that retain their value best typically are discounted the least and tend to generate high levels of consumer interest.

Now in its 23rd year, Kelley Blue Book's Best Resale Value Awards are based on projections from the *Kelley Blue Book® Official Residual Value Guide*. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review the output from statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected

for these prestigious awards. Low-volume vehicles are excluded from award consideration, except in the electric, luxury and sports car categories.

Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are used by manufacturers, banks, financial institutions and the automotive leasing industry. For more information about Kelley Blue Book's Best Resale Value Awards, visit https://www.kbb.com/awards/best-resale-value-cars-trucks-suvs/.

About Kelley Blue Book

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry for nearly a century. As the industry standard for generations, Kelley Blue Book provides transparent, objective information and data-driven, innovative tools for consumers, automotive dealers and manufacturers. Kelley Blue Book publishes millions of market-reflective values weekly on its top-rated website KBB.com, from its famous Blue Book® Trade-In Values to the Kelley Blue Book® Price Advisor tool, which offers a range for what consumers reasonably can expect to pay for a vehicle in their area. KBB.com editors rate and review hundreds of new vehicles each year to help consumers understand the Best Cars and Best SUVs to meet their needs. Kelley Blue Book℠ Instant Cash Offer provides a redeemable trade-in offer to transaction-ready consumers and conveniently connects them to local participating dealers. Kelley Blue Book's Service Advisor provides guidance on how much to pay for service and repairs, allowing consumers to schedule service with local dealers on KBB.com. Kelley Blue Book also provides vehicle values to finance and insurance companies as well as governmental agencies. Kelley Blue Book is a Cox Automotive brand.

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