

Manufacturer Discipline and Consistency Leads to High Residual Values in Canada, J.D. Power Finds

Toyota (Mass Market) and Lexus (Premium) Earn Top Brand Awards for Sixth and Fifth Consecutive Year, Respectively

TORONTO: 15 Jan. 2025 — Vehicle manufacturers with a more balanced and consistent strategy when bringing their products to market have proven to be the leaders when evaluating model year 2025 residual values, according to the J.D. Power 2025 Canada ALG Residual Value Awards, announced today. These awards are the leading automotive industry standard distinguishing the vehicle models projected to hold the highest percentage of the manufacturer's suggested retail price (MSRP) after four years for mass market vehicles and after three years for premium vehicles.

"Preeminent brands such as Toyota and Lexus have shown they can strategically make select updates or redesigns to their vehicles while retaining elements that deliver strong residual value," **said Danny Battaglia, managing director of ALG customer success at J.D. Power.** "Additionally, these top brands' awareness and tactical approach to pricing trim levels and powertrains also helps raise residual performance and provides long-term value for shoppers that are buying in a competitive market."

The J.D. Power Canada ALG Residual Value Awards program is a vital consideration for vehicle shoppers when assessing the total cost of ownership for a particular vehicle, whether the vehicle is financed, leased or purchased with cash. This year's award recipients have shown strong forecasted value in their competitive segments in the Canadian market.

For model year 2025, 16 different brands earned awards in 32 segments. The award process consists of evaluating 282 model lines through analysis of used-vehicle performance, brand outlook and product competitiveness. Eligibility for a brand award requires a manufacturer to have model entries in at least four different segments. To account for differences across trim levels, model averages are weighted based on percentage share relative to the entire model line.

Residual Value Awards

Lexus and **Toyota** are the top brand-level performers for 2025. **Toyota** has the most model-level awards with seven. Model award recipients include:

- Toyota: **Camry, RAV4, Grand Highlander, Sequoia, 4Runner, Tundra** and **Sienna**
- GMC: **Hummer EV SUT, Hummer EV SUV, Canyon** and **Savana**
- Cadillac: **CT4, CT5** and **Escalade**
- Lexus: **UX** and **NX**
- Subaru: **WRX** and **Crosstrek**
- Acura: **MDX**
- Audi: **A3**
- Chevrolet: **Silverado 3500 HD**
- Honda: **Passport**
- Hyundai: **Kona**
- Kia: **Niro EV**
- Land Rover: **Range Rover Sport**
- Mercedes-Benz: **AMG GT**

- Nissan: **Z**
- Porsche: **Panamera**
- Tesla: **Model 3**
- Volkswagen: **GTI**

Numerous variables affect the actual residual value of a vehicle over a multi-year lease term. Examples include mileage, quality/reliability, options and feature sets and macroeconomic environment. Since these factors need to be considered to forecast residual values accurately, the more granularity and greater the understanding of the effect of each variable, the better-equipped manufacturers and lenders can maximize profitability. Combining J.D. Power insights and data with the deep experience of ALG in residual values allows for even more accurate end-of-lease forecasting capabilities.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2025003>.

About J.D. Power

J.D. Power is a global leader in automotive data and analytics, and provides industry intelligence, consumer insights and advisory solutions to the automotive industry and selected non-automotive industries. J.D. Power leverages its extensive proprietary datasets and software capabilities combined with advanced analytics and artificial intelligence tools to help its clients optimize business performance.

J.D. Power was founded in 1968 and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business.

Media Relations Contacts

Gal Wilder, NATIONAL Public Relations; Toronto; 647-259-3261, gwilder@national.ca
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

###

NOTE: Three charts follow.

J.D. Power 2025 Canada ALG Residual Value AwardsSM

Top Make-Level Performers

Mass Market: **Toyota**

Premium: **Lexus**

Top Model per Segment

Passenger Car Segments

Compact Car

Volkswagen GTI

Compact Premium Car

Cadillac CT4

Compact Premium Sporty Car

Nissan Z

Small Premium Car

Audi A3

Midsize Car

Toyota Camry

Midsize Premium Car

Cadillac CT5

Midsize Premium Sporty Car

Mercedes-Benz AMG GT

Large Premium Car

Porsche Panamera

Sporty Car

Subaru WRX

Source: J.D. Power 2025 Canada ALG Residual Value AwardsSM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2025 Canada ALG Residual Value AwardsSM

Top Model per Segment

Utility Vehicle Segments

Micro SUV Hyundai Kona	Small SUV Subaru Crosstrek
Small Premium SUV Lexus UX	Compact SUV Toyota RAV4
Compact Premium SUV Lexus NX	Midsize SUV 2-Row Seating Honda Passport
Midsize Premium SUV 2-Row Seating Land Rover Range Rover Sport	Midsize SUV 3-Row Seating Toyota Grand Highlander
Midsize Premium SUV 3-Row Seating Acura MDX	Large SUV Toyota Sequoia
Large Premium SUV Cadillac Escalade	Off-Road Utility Vehicle Toyota 4Runner

Source: J.D. Power 2025 Canada ALG Residual Value AwardsSM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2025 Canada ALG Residual Value AwardsSM

Top Model per Segment

Electric, Pickup and Van Segments

Premium Electric Car

Tesla Model 3

Electric SUV

Kia Niro EV

Electric Truck

GMC Hummer EV SUT

Premium Electric SUV

GMC Hummer EV SUV

Large Heavy Duty Pickup

Chevrolet Silverado 3500 HD

Large Light Duty Pickup

Toyota Tundra

Midsize Pickup

GMC Canyon

Commercial Van

GMC Savana

Minivan

Toyota Sienna

Source: J.D. Power 2025 Canada ALG Residual Value AwardsSM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.