

October 28, 2024 (Markham, ON) - Canadian Black Book, the leading provider of Canada's used vehicle valuation data and residual value forecast solutions, announced its coveted 2024 Best Retained Value Awards.

For the 4th year in a row, Canadian Black Book presented 2 BEV categories to reflect the emerging trends in the industry. The Volkswagen ID.4 won the BEV Main category, and the Porsche Taycan was awarded top honours in the BEV Luxury category.

“As the industry recognized a significant price correction over the last 12 months, Retained Value has shown it is a bellwether of brand and vehicle strength in a volatile market. The winners this year have maintained course on their long-term strategies and led the way in electrification and the anticipation of consumers' needs,” said Daniel Ross, Senior Manager, Industry Insights & Residual Value Strategy. “We are proud of our OEM partners who have understood these trends and utilized them to create great value for Canadian consumers in a marketplace riddled with affordability concern.”

Among other notable winners:

- In Small Pickup, the Toyota Tacoma has extended its streak of consecutive wins to 16 years in a row, the longest streak in award history
- Toyota has the most wins again in 2024, at 7, while Porsche is runner-up winning 5 categories
- In SUV: Luxury Sub-Compact/Compact, the Lexus UX-Series won, ending Porsche's 5-year streak
- Toyota won the SUV: Main Sub -Compact category, upsetting Subaru's 2-year streak
- Genesis becomes the winner for Overall Brand: Most Improved
- In the Overall categories, Toyota won Overall Brand: Car, and they won Overall Brand: SUV/Truck for the third year in a row, while Porsche won Overall Brand: Luxury for the fourth year in a row

The winners for the 19th Annual CBB Best Retained Value Awards are as follows:

Category	Winners	2nd	3rd
Overall Brand Award: Car	Toyota	Mitsubishi	Chevrolet
Overall Brand Award: SUV/Truck	Toyota	Ford	Honda
Overall Brand Award: Luxury	Porsche	Lexus	Cadillac
Overall Brand Award: BEV	Porsche	Hyundai	Tesla

Most Improved	Genesis	Acura	Toyota
Car: Main	Toyota Corolla	Honda Insight	Toyota Prius
Car: Luxury	Lexus IS-Series	Mercedes-Benz-C Class	BMW-3 Series
Car: Prestige	Porsche Panamera	Mercedes-Benz S-Class	Lexus LS-Series
Sport Car: Main	Dodge Challenger	Chevrolet Camaro	Audi TT
Sport Car: Luxury	Porsche 911	Chevrolet Corvette	Porsche 718 Boxer
Small Pickup	Toyota Tacoma	Chevrolet Colorado	Ford Ranger
Full-Size Pickup	Toyota Tundra	Chevrolet Silverado HD	Ford Super Duty
SUV: Main Sub-Compact	Toyota CH-R	Subaru Crosstrek	Hyundai Venue
SUV: Main Compact	Toyota Rav4	Honda CR-V	Ford Bronco Sport
SUV: Main Mid/Full	Chevrolet Suburban	GMC Yukon	Toyota 4Runner
SUV: Luxury Sub-Compact/Compact	Lexus UX-Series	Lexus NX-Series	Porsche Macan
SUV: Luxury Mid/Full	Mercedes-Benz G-Class	Cadillac Escalade	Lexus LX-Series
BEV Main	Volkswagen ID.4	Hyundai Kona EV	Nissan Leaf
BEV Luxury	Porsche Taycan	Telsa Model Y	BMW i3
Commercial Van	Ford Transit Connect	Mercedes-Benz Metris	Chevrolet Express

Canadian Black Book will announce its 2025 Best Residual Value Awards in early 2025.