

**October 7, 2025 (Markham, ON)** – Canadian Black Book, the leading provider of Canada’s used vehicle valuation data and residual value forecast solutions, announced its coveted 2025 Best Retained Value Awards.

This year’s awards expanded recognition across electrified categories, with separate honours for PHEVs and BEVs in both mainstream and premium segments. Notably, the Chevrolet Bolt EV won BEV Car: Main, the Kia EV6 won BEV SUV: Main, while the Porsche Taycan and BMW iX topped the premium electric categories.

This year has brought further uncertainty to the car market. As 4-year-old retention was anticipating a negative trend in 2025, we’ve now come to expect the Canadian car market to face a new challenge seemingly every 12 months. This has allowed values to once again increase, but by opening the electrified market wider through more EV and plug-in hybrid categories, it provided deeper insight into the highs and lows of demand and supply. Brands with broader lineups of hybrid and plug-in hybrids benefited this year. If the focus was solely on battery electric models, those brands have suffered. As a result, our year-over-year comparisons identify consistent strength behind mainstream gas-driven vehicles, especially for hybrids and plug-ins as our market gets only more convoluted for consumers. We congratulate those OEMs that have maintained their electrified plans to their benefit and welcome the transitional strategies that are to come from those brands now building towards the bigger picture.

Among other notable winners:

- The Toyota Tacoma extended its unmatched streak as Small/Mid Pickup winner, now leading for 17 consecutive years.
- Toyota once again led all brands with the most category wins, including Corolla, Tundra, C-HR, 4Runner, and RAV4 Prime.
- Porsche continues its dominance in the Premium category with multiple wins, including the 911, Macan, and Panamera PHEV.
- BMW emerged as the Overall Brand: Electric winner, reflecting the growing strength of its EV lineup.
- Toyota C-HR repeats as the SUV: Main Sub-Compact/Compact winner, now building a 2-year streak.
- For another consecutive year, the Porsche Taycan led the BEV Car: Premium category, underscoring its luxury EV strength.
- Buick became the winner for Overall Brand: Most Improved.

The winners for the 20<sup>th</sup> Annual CBB Best Retained Value Awards are as follows:

| Category | Winners | 2nd | 3rd |
|----------|---------|-----|-----|
|----------|---------|-----|-----|

|                                         |                       |                       |                      |
|-----------------------------------------|-----------------------|-----------------------|----------------------|
| <b>Overall Brand Award: Mainstream</b>  | Toyota                | Honda                 | Ford                 |
| <b>Overall Brand Award: Premium</b>     | Porsche               | Cadillac              | Lexus                |
| <b>Overall Brand Award: Electric</b>    | BMW                   | Kia                   | Chevrolet            |
| <b>Most Improved</b>                    | Buick                 | GMC                   | BMW                  |
| <b>Car: Main</b>                        | Toyota Corolla        | Toyota Camry          | Toyota Prius         |
| <b>Car: Premium</b>                     | BMW 3-Series          | Cadillac CT5          | BMW 4-Series         |
| <b>PHEV: Mainstream</b>                 | Toyota Rav4 Prime     | Subaru Crosstrek PHEV | Kia Sorento PHEV     |
| <b>PHEV: Premium</b>                    | Porsche Panamera PHEV | Lexus NX-Series PHEV  | Porsche Cayenne PHEV |
| <b>Sport Car</b>                        | Porsche 911           | Porsche 718 Boxster   | Audi R8              |
| <b>Small/Mid Pickup</b>                 | Toyota Tacoma         | Ford Maverick         | Chevrolet Colorado   |
| <b>Full-Size Pickup</b>                 | Toyota Tundra         | Ford Super-Duty       | GMC Sierra HD        |
| <b>SUV: Main Sub-Compact/Compact</b>    | Toyota C-HR           | Toyota Rav4           | Toyota Corolla Cross |
| <b>SUV: Premium Sub-Compact/Compact</b> | Porsche Macan         | Lexus UX-Series       | Acura RDX            |
| <b>SUV: Main Mid/Full</b>               | Toyota 4Runner        | Chevrolet Tahoe       | GMC Yukon            |
| <b>SUV: Premium Mid/Full</b>            | Mercedes-Benz G-Class | Lexus LX-Series       | Cadillac Escalade    |
| <b>BEV Car: Main</b>                    | Chevrolet Bolt EV     | Hyundai Kona EV       | Nissan Leaf          |
| <b>BEV Car: Premium</b>                 | Porsche Taycan        | BMW i4                | Polestar 2           |
| <b>BEV SUV: Main</b>                    | Kia EV6               | Hyundai Ioniq 5       | Chevrolet Bolt EUV   |
| <b>BEV SUV: Premium</b>                 | BMW iX                | Volvo C40             | Tesla Model Y        |
| <b>Commercial Van</b>                   | Ram ProMaster City    | Ford Transit Connect  | Mercedes Metris      |

Canadian Black Book will announce its 2026 Best Residual Value Awards in February 2026.