

Canadian Black Book Announces 2025 Best Retained Value Awards

All vehicles retained an average of 67.5% of their original MSRP after 4 years, representing a slight increase from last year's average of 67%.

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 18th Annual CBB Best Retained Value Awards are as follows:

Category	Winners	2nd	3rd
Overall Brand Award: Mainstream	Toyota	Honda	Ford
Overall Brand Award: Premium	Porsche	Cadillac	Lexus
Overall Brand Award: Electric	BMW	Kia	Chevrolet
Most Improved	Buick	GMC	BMW
Car: Main	Toyota Corolla	Toyota Camry	Toyota Prius
Car: Premium	BMW 3-Series	Cadillac CT5	BMW 4-Series
PHEV: Mainstream	Toyota Rav4 Prime	Subaru Crosstrek PHEV	Kia Sorento PHEV
PHEV: Premium	Porsche Panamera PHEV	Lexus NX-Series PHEV	Porsche Cayenne PHEV
Sport Car	Porsche 911	Porsche 718 Boxer	Audi R8
Small/Mid Pickup	Toyota Tacoma	Ford Maverick	Chevrolet Colorado
Full-Size Pickup	Toyota Tundra	Ford Super-Duty	GMC Sierra HD
SUV: Main Sub-Compact/Compact	Toyota C-HR	Toyota Rav4	Toyota Corolla Cross
SUV: Premium Sub-Compact/Compact	Porsche Macan	Lexus UX-Series	Acura RDX
SUV: Main Mid/Full	Toyota 4Runner	Chevrolet Tahoe	GMC Yukon

SUV: Premium Mid/Full	Mercedes-Benz G-Class	Lexus LX-Series	Cadillac Escalade
BEV Car: Main	Chevrolet Bolt EV	Hyundai Kona EV	Nissan Leaf
BEV Car: Premium	Porsche Taycan	BMW i4	Polestar 2
BEV SUV: Main	Kia EV6	Hyundai Ioniq 5	Chevrolet Bolt EUV
BEV SUV: Premium	BMW iX	Volvo C40	Tesla Model Y
Commercial Van	RAM ProMaster City	Ford Transit Connect	Mercedes Metris

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