

Canadian Black Book Announces 2026 Best Retained Value Awards

All 2023 Model Year vehicles retained an overall average of 57.0% of their original MSRP after 4 years, representing a significant decrease from last year's average of 67.5%.

October 19, 2026 (Markham, ON) - Canadian Black Book, the leading provider of Canada's used vehicle valuation data and residual value forecast solutions, announced its coveted 2026 Best Retained Value Awards.

Electrified vehicles were again recognized across mainstream and premium segments, with separate honours for Plug-in hybrids (PHEV) and Battery-electric vehicles (BEV). The Chevrolet Bolt EV and Kia EV6 repeated as winners of BEV Car: Mainstream and BEV SUV: Mainstream, the Porsche Taycan held on to BEV Car: Premium, and for the first time Tesla made its way into the winner's circle with its Model X topping BEV SUV: Premium.

This year's results once again point to the staying power of mainstream gas and hybrid vehicles. Toyota's lineup dominated the Mainstream Brand award for its 10th consecutive year, along with taking every podium position in Car: Mainstream, SUV: Mainstream Sub-Compact/Compact and SUV: Mainstream Mid/Full-size, while plug-in hybrids such as the Toyota RAV4 Prime and Porsche Panamera E-Hybrid continued to hold their value well. Battery electric models still trail the broader market in 4-year retention, but brands with deeper electrified lineups are closing the gap, with Kia moving up to claim the Overall Brand: Electric award. We congratulate this year's winners and the OEMs whose product strategies continue to deliver strong value for Canadian consumers.

"With significant declines in overall retained values over the past year, this year's winners highlight the limited successes Canadian OEMs have achieved while navigating what may be the most difficult consumer environment in decades," says Daniel Ross, Director of Strategic Market Insights, Canadian Black Book.

Among other notable winners:

- The Toyota Tacoma once again topped the Small/Mid-Size Pickup category, extending its longstanding run of wins.
- Toyota once again led all brands with the most category wins, including Corolla, RAV4 Prime, Tacoma, Tundra, Corolla Cross and Sienna.
- Porsche repeats as Overall Brand: Premium winner, with category wins for the 911, Panamera E-Hybrid and Taycan.
- Kia moved up from second place last year to win Overall Brand: Electric, while the EV6 repeats as the BEV SUV: Mainstream winner.

- Cadillac was named Overall Brand: Most Improved, and the Cadillac CT5 took top spot in Car: Premium.
- The Toyota Corolla Cross climbed from third to first in SUV: Mainstream Sub-Compact/Compact.
- For another consecutive year, the Porsche Taycan led the BEV Car: Premium category, underscoring its luxury EV strength.

The winners for the 21st annual CBB Best Retained Value Awards are as follows:

Category	Winners	2nd	3rd
Overall Brand Award: Mainstream	Toyota	Honda	Chevrolet
Overall Brand Award: Premium	Porsche	Cadillac	Lexus
Overall Brand Award: Electric	Kia	Chevrolet	Tesla
Most Improved	Cadillac	Porsche	Lexus
Car: Main	Toyota Corolla	Toyota Camry	Toyota Prius
Car: Premium	Cadillac CT5	Lexus ES300h	BMW 3-Series
PHEV: Mainstream	Toyota RAV4 Prime	Subaru Crosstrek PHEV	Kia Sorento PHEV
PHEV: Premium	Porsche Panamera E-Hybrid	Lexus NX-Series PHEV	BMW X3 PHEV
Sport Car	Porsche 911	Porsche 718 Boxster	Chevrolet Camaro
Small/Mid Pickup	Toyota Tacoma	GMC Canyon	Chevrolet Colorado
Full-Size Pickup	Toyota Tundra	Ford Super-Duty	Chevrolet Silverado HD
SUV: Main Sub-Compact/Compact	Toyota Corolla Cross	Toyota RAV4	Toyota C-HR
SUV: Premium Sub-Compact/Compact	Acura RDX	Lexus NX-Series	BMW X4
SUV: Main Mid/Full	Toyota Sienna	Toyota 4Runner	Toyota Sequoia

SUV: Premium Mid/Full	Lexus LX-Series	Mercedes-Benz G-Class	Cadillac Escalade
BEV Car: Main	Chevrolet Bolt EV	Kia Soul EV	Nissan Leaf
BEV Car: Premium	Porsche Taycan	BMW i4	Tesla Model 3
BEV SUV: Main	Kia EV6	Volkswagen ID.4	Hyundai Ioniq 5
BEV SUV: Premium	Tesla Model X	BMW iX	Audi Q4 e-tron
Commercial Van	GMC Savana	Chevrolet Express	Ford Transit

Canadian Black Book will announce its 2027 Best Residual Value Awards in February 2027.