

Brand Value and Disciplined Incentives Drive 2026 U.S. ALG Residual Value Awards PerformanceTesla (Premium) and Toyota (Mass Market) Receive Top Brand Awards

TROY, Mich.: 20 Jan. 2026 — In a market where affordability pressures are pushing more customers to weigh the total cost of vehicle ownership, the estimated worth of a vehicle at the end of its lease term, known as a residual value, is a key indicator of long-term resale value and affordability. The J.D. Power 2026 U.S. ALG Residual Value Awards,SM released today, highlight the importance of residual values, with Tesla and Toyota showcasing the strongest results.

"Strong wholesale retention, solid brand value and a disciplined approach on rental fleet and incentives propelled Toyota to the top spot among mainstream brands," said **Danny Battaglia, managing director of ALG customer success at J.D. Power**. "Toyota topped six segments for 2026, including a four-peat for GR Supra and five-peat for Tundra. Meanwhile, Tesla avoided the high incentives of other luxury battery electric vehicle brands in 2025. That helped earn it the top rank among luxury brands with the highest performers in three segments—including the refreshed Model Y, which included introduction of a lower-priced base version and additional content on midlevel trims."

For model-year 2026, 14 different brands receive awards in 26 segments. The 2026 award process consisted of evaluating 300 models through analysis of used-vehicle performance, brand outlook and product competitiveness. Eligibility for a brand award requires a manufacturer to have model-line entries in at least two different vehicle segments. To account for differences across trim levels, model averages are sales-weighted based on percentage share relative to the entire model line. For a segment to qualify for an award, at least four different model lines must be included.

Model-Level Residual Value Awards

Toyota receives the most model-level awards with six, while **BMW, Lexus** and **Tesla** each receive three model-level awards. Model award recipients include:

- Toyota: **GR Supra, GR86, Camry, Sequoia, Tundra** and **Tacoma**
- BMW: **3 Series***, **4 Series*** and **X1**
- Lexus: **NX, RX** and **LX**
- Tesla: **Model 3, Model Y** and **Cybertruck**
- Chevrolet: **Corvette** and **Silverado 3500 HD**
- Mercedes-Benz: **AMG GT 4-DOOR** and **Sprinter**
- Subaru: **Crosstrek** and **Solterra**
- Acura: **Integra**
- Audi: **A6**
- Cadillac: **CT4***
- Ford: **Bronco**
- Honda: **Civic**
- Jeep: **Wrangler**
- Kia: **Carnival**

**Tied for first place, Compact Premium Car*

The J.D. Power U.S. ALG Residual Value Awards are the automotive industry's standard in recognizing vehicle models projected to hold the highest percentage of their manufacturer's suggested retail price at open auction after 3 years of ownership. A key indicator of brand health, RVs form a major component in the way automakers set the leasing cost of their vehicles. A strong RV underscores an automaker's success in vehicle execution and market strategy, as well as the overall desirability of its brand.

Numerous variables affect the actual residual value of a vehicle over a multi-year lease term. Among them are mileage and condition; features and pricing; vehicle execution; used supply; market strategy; seasonality; and macroeconomic factors. These inputs require close accounting to accurately forecast residual values, so manufacturers and lenders with a greater understanding of each factor can equip themselves to optimize their leasing strategies. The combination of J.D. Power's extensive transaction data and ALG's deep experience in residual values allows for even more accurate end-of-lease forecasting capabilities.

See the online press release at <http://www.jdpower.com/pr-id/2026005>.

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. The J.D. Power auto-shopping tool can be found at JDPower.com.

Media Relations Contacts

Joe LaMuraglia, J.D. Power; East Coast; 714-621-6224; media.relations@jdpa.com

John Roderick; East Coast; 631-584-2200; john@jroderick.com

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

Note: Three charts follow.

J.D. Power 2026 U.S. ALG Residual Value AwardsSM

Top Overall Make-Level Performers

Mass Market: **Toyota**

Premium: **Tesla**

Top Model per Segment

Passenger Car Segments

Compact Car

Honda Civic

Compact Premium Car

First, in a tie
BMW 3 Series
BMW 4 Series
Cadillac CT4

Compact Premium Sporty Car

Toyota GR Supra

Small Premium Car

Acura Integra

Midsize Car

Toyota Camry

Midsize Premium Car

Audi A6

Midsize Premium Sporty Car

Chevrolet Corvette

Large Premium Car

Mercedes-Benz AMG GT 4-DOOR

Sporty Car

Toyota GR86

Source: J.D. Power 2026 U.S. 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 2026 U.S. ALG Residual Value AwardsSM

Top Model per Segment

Utility Vehicle Segments

Compact Premium SUV

Lexus NX

Compact SUV

Jeep Wrangler

Large Premium SUV

Lexus LX

Large SUV

Toyota Sequoia

Midsize Premium SUV

Lexus RX

Midsize SUV

Ford Bronco

Small Premium SUV

BMW X1

Small SUV

Subaru Crosstrek

Source: J.D. Power 2026 U.S. 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 2026 U.S. ALG Residual Value AwardsSM

Top Model per Segment *Electric, Pickup and Van Segments*

Premium Electric Car

Tesla Model 3

Electric SUV

Subaru Solterra

Electric Truck

Tesla Cybertruck

Premium Electric SUV

Tesla Model Y

Large Heavy Duty Pickup

Chevrolet Silverado 3500 HD

Large Light Duty Pickup

Toyota Tundra

Midsize Pickup

Toyota Tacoma

Commercial Van

Mercedes-Benz Sprinter

Minivan

Kia Carnival

Source: J.D. Power 2026 U.S. 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.