

Appraiser Blog

# 2023 Ford Ranger Loss in Value Case Study



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Embodying the spirit of a capable mid-size pickup, the 2023 Ford Ranger continues to hold its own amidst a landscape dominated by larger truck models such as the F-150 and the emerging Maverick compact. While it's no longer the smallest contender in the lineup, thanks to the introduction of the Maverick, the Ranger confidently positions itself as a sturdy alternative, embodying a "diet F-150" persona. Powering this dependable companion is a 270-horsepower turbocharged inline-four engine, coupled with a seamlessly responsive 10-speed automatic transmission. Although its fuel efficiency doesn't quite reach the levels expected from a smaller turbo-four engine, the Ranger compensates with a remarkable maximum towing capacity of 7500 pounds.

The Ranger retains its classic truck demeanor, with standard rear-wheel drive and an optional four-wheel drive configuration, setting it apart in a field of competitors.

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Despite the emergence of newer counterparts like the Chevrolet Colorado and Nissan Frontier, the Ranger stands resilient, evoking a timeless appeal that resonates with enthusiasts.

Offering versatility in its design, the Ranger can be tailored to individual preferences, available in two body styles: a two-door SuperCab with a generous six-foot bed, or a four-door SuperCrew featuring a five-foot bed. As the 2023 model year draws to a close, this iteration of the Ranger marks the culmination of a generation that began in 2011. Excitement is building for the impending launch of the redesigned 2024 Ranger, anticipated to feature an innovative global platform.

In a diverse market populated by a range of contenders, from the Honda Ridgeline's car-based approach to the rugged prowess of the Jeep Gladiator, the Ranger continues to shine with its robust turbocharged engine. While it faces competition from newer models boasting higher Expert Ratings, the Ranger's enduring charm remains undiminished. The upcoming redesign and the possibility of an off-road-focused Raptor variant for 2024 are poised to redefine its status in the realm of midsize pickups.

## Was Your 2023 Ford Ranger in an Accident?

It was just a regular day when you had a car accident. Did you know that a wrecked and repaired car can experience diminished value, resulting in a decrease of \$9,710 or more in its worth?

<b>Diminished Value Calculator</b>	
Before Accident Cash Value	\$48,550
After Accident Cash Value	\$38,840
<b>Diminished Value</b>	<b>\$9,710</b>

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Regardless of fault, you're entitled to the reduction in value! Wondering how much your car lost due to a collision? We can help you! We are a licensed auto appraisal company specializing in Diminished Value, Total Loss, Actual Cash Value, Classic Cars, and Insurance Claim Settlements. Get a **FREE Claim Review** or call at **(678) 404-0455** and receive the compensation you deserve.