



DIMINISHED VALUE

OF GEORGIA

Dealer Incentives and Rebates 2020 Versus 2021

Thursday, May 13, 2021

High vehicle demand and reduced inventory caused by factory shutdowns due to covid pushed dealer rebates and incentives down by an average of 25% from 2020 to 2021. In other words, sale prices as percentage of MSRP are higher in 2021 than 2020. Below is a table breaking down the various manufacturers and their dealer-to-consumer rebates.

Top 5 Rebate Reductions:

	Q1 2020	Q1 2021	Change
Genesis	\$6,142.11	\$2,338.67	-61.92%
Mercedes	\$6,783.93	\$3,806.60	-43.89%
Kia	\$4,015.63	\$2,575.14	-35.87%
Audi	\$7,444.62	\$4,848.68	-34.90%
Jeep	\$4,307.69	\$2,805.60	-34.87%

