

DIMINISHED VALUE OF GEORGIA

THE 2025 CAR VALUE & DEPRECIATION OVERVIEW



www.diminishedvalueofgeorgia.com

THE AUTHOR

Tony Rached is a certified USPAP-compliant auto appraiser and founder of Diminished Value of Georgia (DVGA), a premier firm specializing in post-accident vehicle valuations.

With over 20 years of experience, Tony has become a leading voice in Georgia's automotive appraisal industry, recovering millions in diminished value claims for Tesla owners, classic car collectors, and everyday drivers.

Combining technical precision with deep knowledge of state laws to challenge insurer tactics, his work has empowered clients to secure fair settlements and preserve their vehicle's resale value.

A portrait of Tony Rached, a bald man with a beard, wearing a dark suit jacket over a light-colored shirt. He is smiling slightly and looking towards the camera.

**TONY
RACHED**

“

Every car tells a story – my job is to ensure its value isn't erased by an accident.

”

THE STORY OF CAR VALUE: A LOOK BACK

To understand where car values are heading, we must first see where they've been. The last few years were a roller coaster for the auto industry. A shortage of computer chips meant fewer new cars were made, which caused the price of used cars to skyrocket.

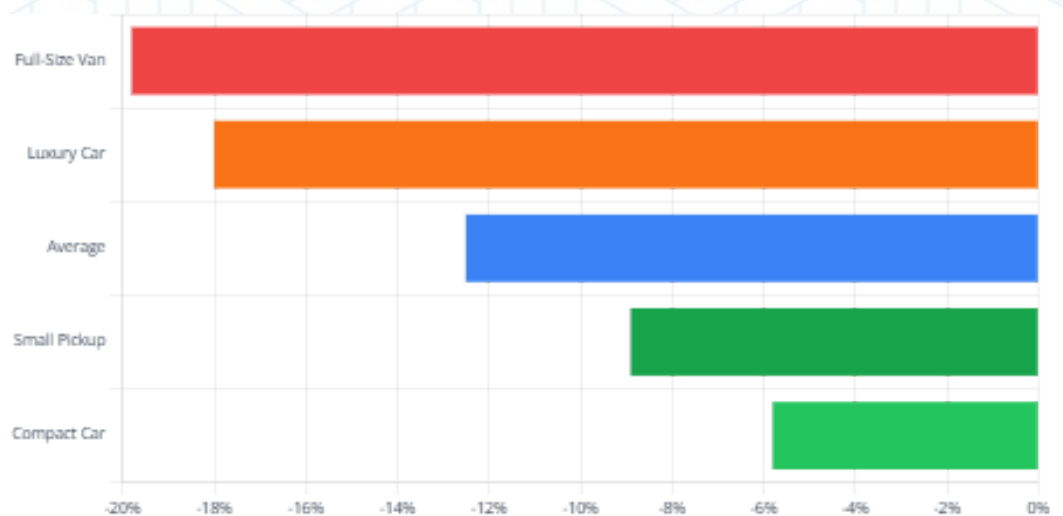
In 2021, something unprecedented occurred: used cars went UP in value. The average car didn't depreciate—it appreciated by over 28%. Since then, the market has been slowly returning to normal, with values dropping in 2022, 2023, and 2024. This drop isn't a crash; it's a correction back to normal depreciation patterns.



2024 MARKET IN REVIEW: NOT ALL CARS ARE EQUAL

In 2024, the average vehicle depreciated by -12.5%. However, the type of vehicle you own makes a huge difference. As manufacturers caught up on production, some vehicle segments saw their values drop faster than others.

Work vehicles like Full-Size Vans saw the steepest declines. In contrast, popular segments like Small Pickups held their value remarkably well. This data shows why choosing the right type of vehicle is the first step in fighting depreciation.



An accident can drastically change these numbers. Even after perfect repairs, a vehicle's history report will show it has been in a wreck, causing its market value to drop permanently. This loss is known as Diminished Value. If the accident wasn't your fault, you are entitled to claim this loss from the at-fault party's insurance.

UNDERSTANDING THE "RETENTION INDEX"

Experts measure the used car market's strength using the Used Vehicle Retention Index. It measures a used car's wholesale value as a percentage of its original price (MSRP). A higher index number means cars are holding their value better.



FULL 2024 DEPRECIATION DATA BY SEGMENT

For a more detailed look, this table provides the full breakdown of depreciation rates across all major vehicle categories for the 2024 calendar year.

| Vehicle Segment | Full Year 2024 Depreciation |
|--------------------------------|-----------------------------|
| Full-Size Van | -19.8% |
| Prestige Luxury Car | -19.2% |
| Luxury Car | -18.0% |
| Full-Size Luxury Crossover/SUV | -16.5% |
| Compact Luxury Crossover/SUV | -15.7% |
| All Vehicles (Average) | -12.5% |
| Mid-Size Crossover/SUV | -12.0% |
| Full-Size Pickup | -11.7% |
| Mid-Size Car | -9.4% |
| Small Pickup | -8.9% |
| Sporty Car | -6.6% |
| Full-Size Car | -6.3% |
| Compact Car | -5.8% |

CONCLUSION

While you can't control the global economy, you can make smart decisions to protect your investment. Understanding that a Small Pickup holds its value twice as well as a Luxury Car is powerful knowledge. Keeping your car in excellent condition and maintaining detailed service records are your best defenses against depreciation.

Navigating the world of vehicle value, especially after an accident, can be challenging. By staying informed, you empower yourself to make better financial choices and ensure you are treated fairly in any situation involving diminished value or a total loss.

