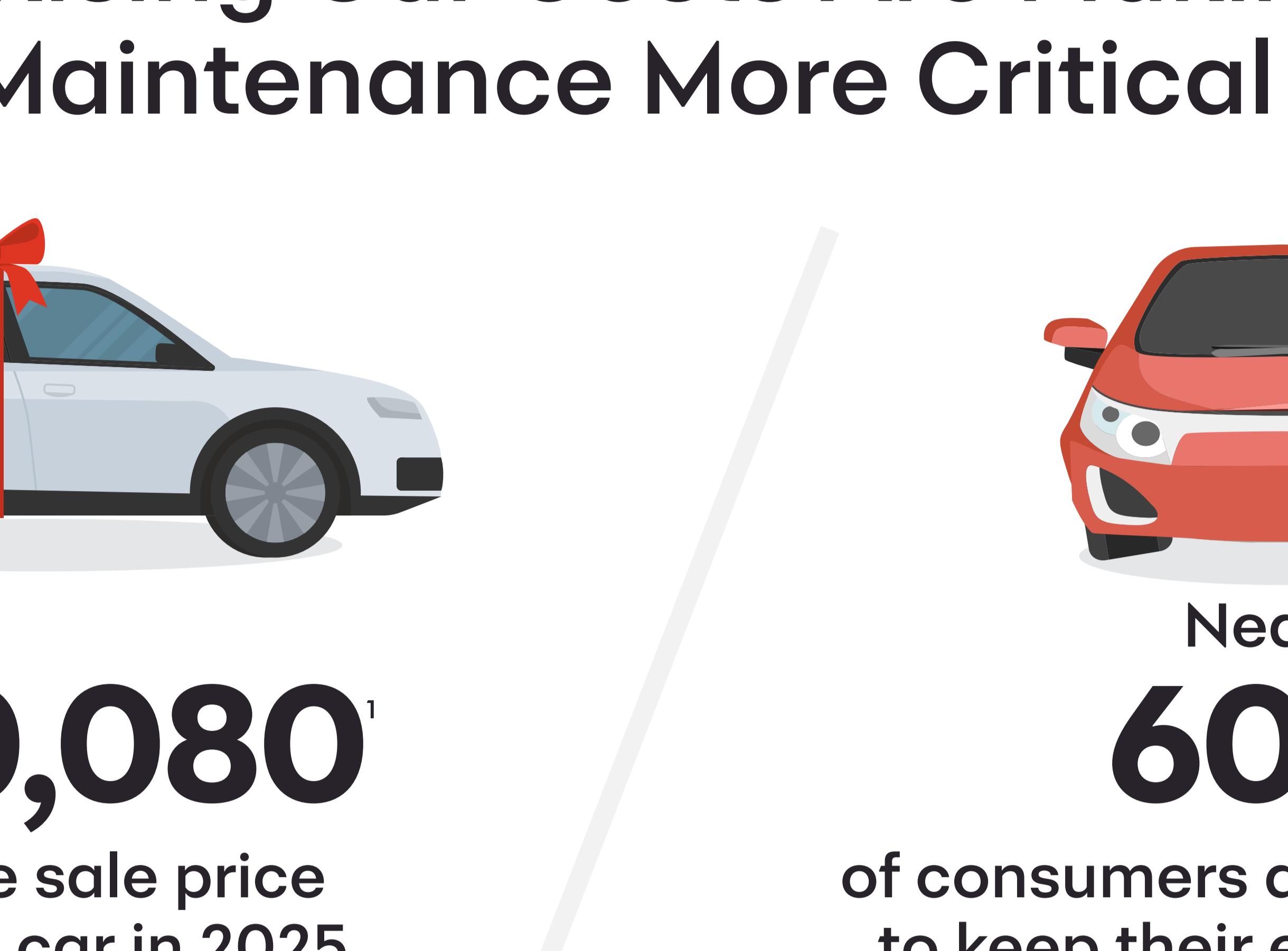
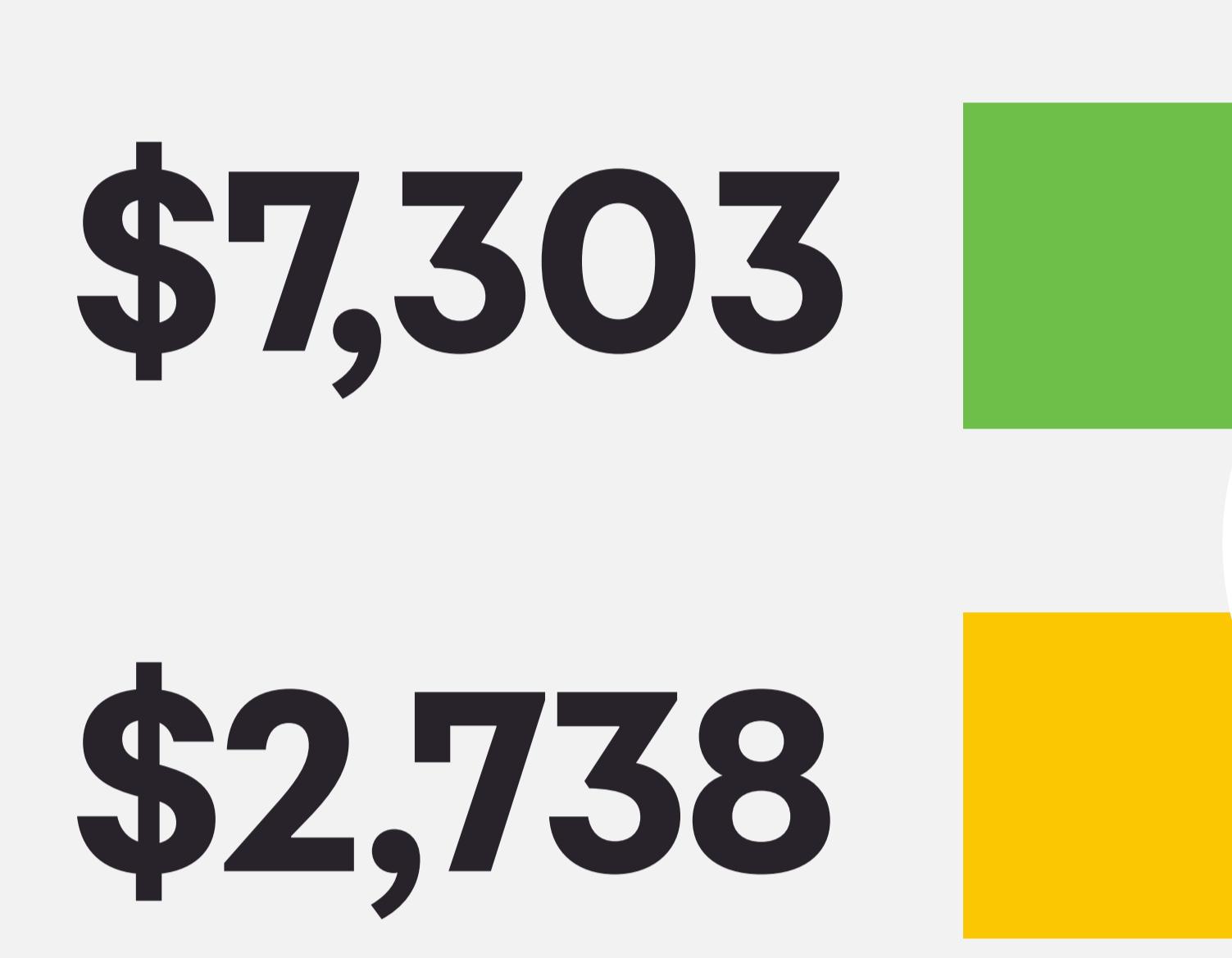




# SYNCHRONY COST OF CAR OWNERSHIP SURVEY

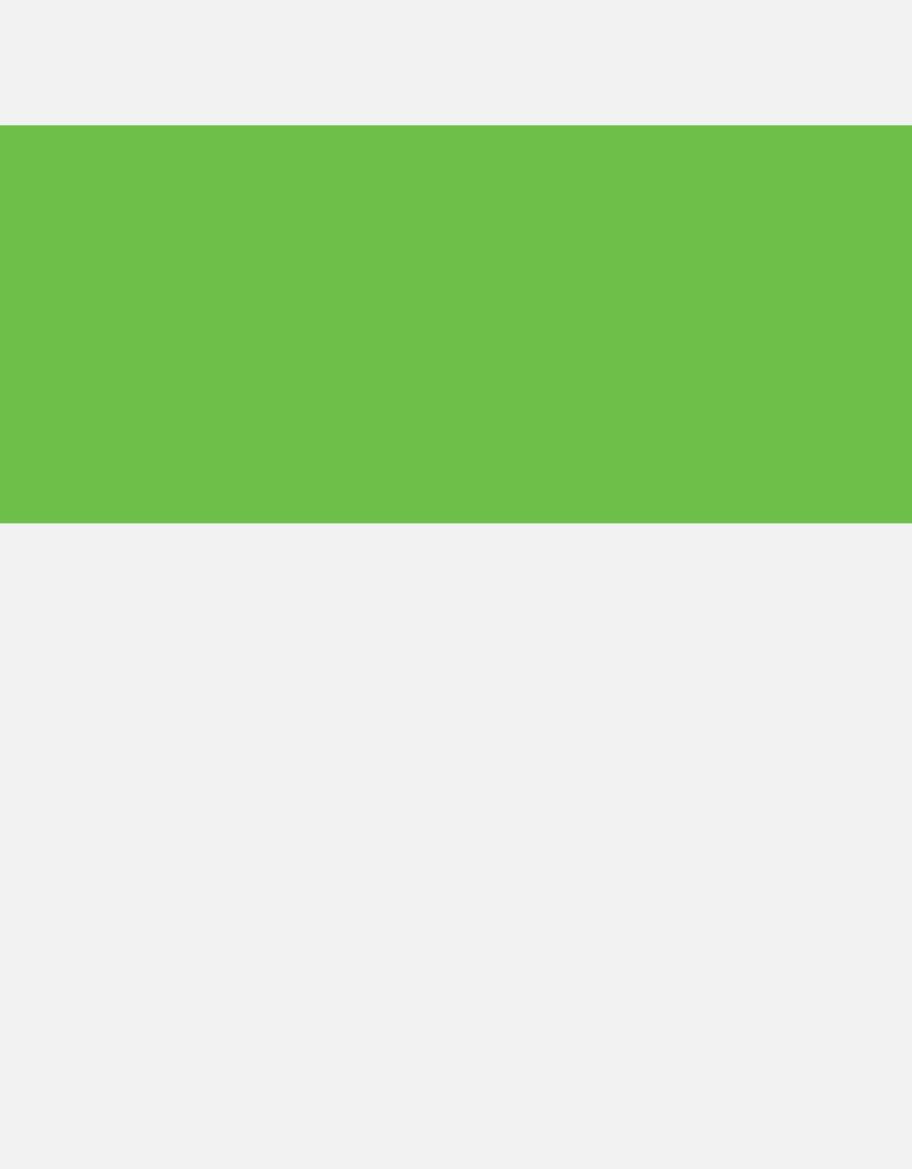


## Rising Car Costs Are Making Vehicle Maintenance More Critical Than Ever



**\$50,080**

Average sale price  
of a new car in 2025



**Nearly  
60%**

of consumers are choosing  
to keep their existing vehicle  
versus buying a new one

As a car ages, so do upkeep costs

## Consumers Vastly Underestimate Annual Costs of Keeping Cars Roadworthy<sup>3</sup>

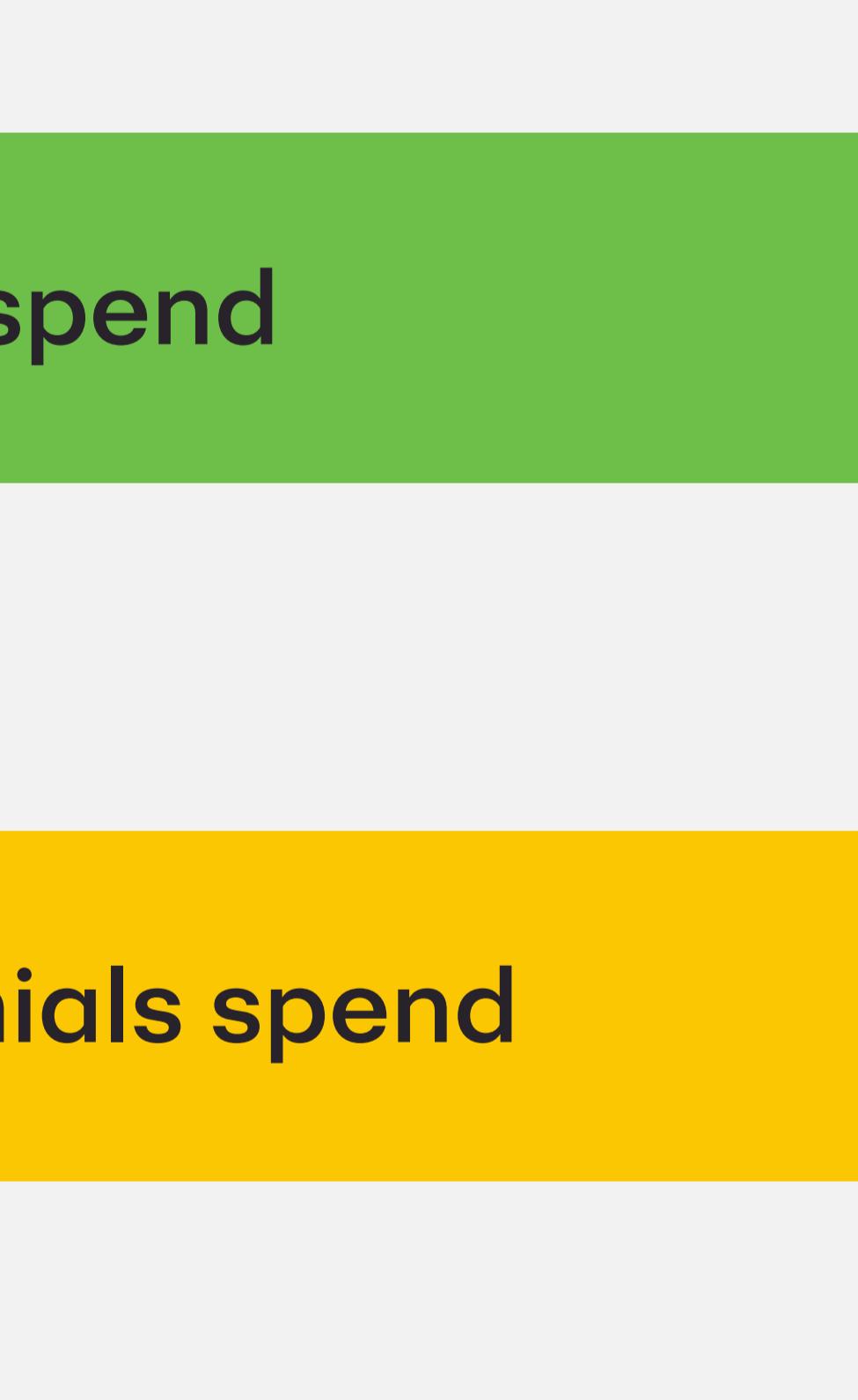
**\$7,303**

**\$4,565  
Gap**

**\$2,738**



Consumers  
estimate they spend  
an average of \$2,738  
on their vehicle



The actual amount  
is \$7,303,  
a difference of \$4,565

What I  
Think I  
Spend

What I  
Actually  
Spend

Service/Repairs  
& Maintenance:

**\$1,281**

Insurance:

**\$1,730**

Auto parts  
and accessories:

**\$240**

Tires:

**\$377**

Gas:

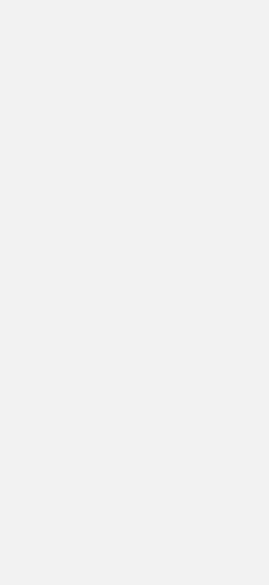
**\$1,956**

## Gen Z and Millennials Far Exceed the \$622 Average on Annual Car Maintenance<sup>3</sup>



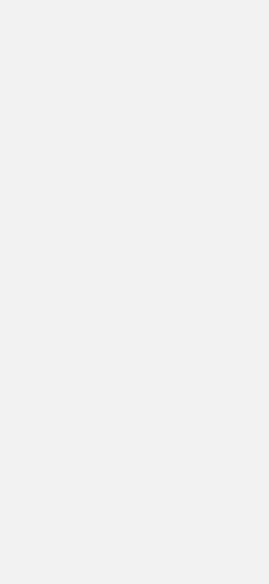
Average spend

**\$622**



Gen Z spend

**\$976**



Millennials spend

**\$768**

## Gen Z and Millennials Far Exceed the \$659 Average on Annual Car Service/Repair<sup>3</sup>



Gen Z spend



Millennials spend

**\$983**

**\$931**

Average spend

**\$659**



## Flexible Financing for the Car Care You Need

With the Synchrony Car Care Credit Card,  
pay for repairs, tires, maintenance and more.



[synchrony.com/carcare](http://synchrony.com/carcare)

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<sup>1</sup> <https://www.kbb.com/car-news/new-record-average-new-car-prices-surpass-50000/>

<sup>2</sup> <https://www.empower.com/currency/play/american-owners-keep-cars-longer-25-year-research>