



SYNCHRONY COST OF CAR OWNERSHIP SURVEY

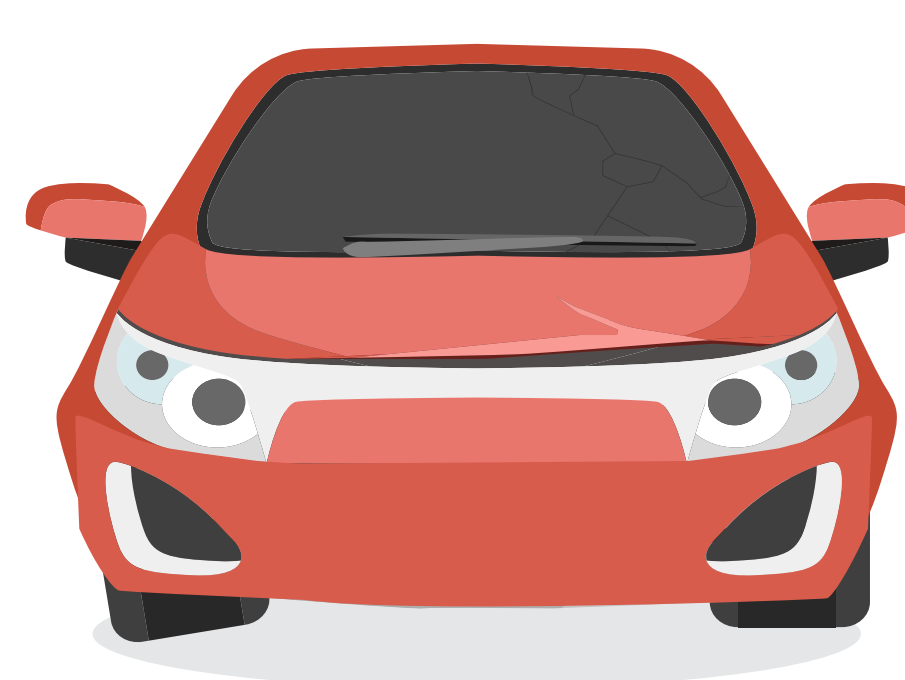


Rising Car Costs Are Making Vehicle Maintenance More Critical Than Ever



\$50,080¹

Average sale price
of a new car in 2025



Nearly

60%²

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 Roadworthy³

\$7,303



**\$4,565
Gap**

\$2,738



What I
Think I
Spend

What I
Actually
Spend

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



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

What's Driving These High Costs

The biggest contributors to these costs based on annual spend:³



Service/Repairs
& Maintenance:
\$1,281



Insurance:
\$1,730



Auto parts
and accessories:
\$240

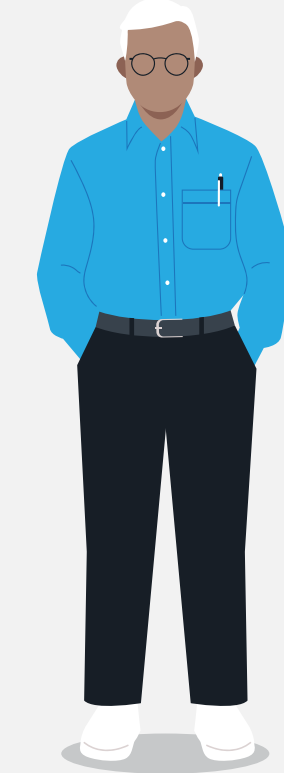


Tires:
\$377



Gas:
\$1,956

Gen Z and Millennials Far Exceed the \$622 Average on Annual Car Maintenance³



Average spend

\$622



Gen Z spend

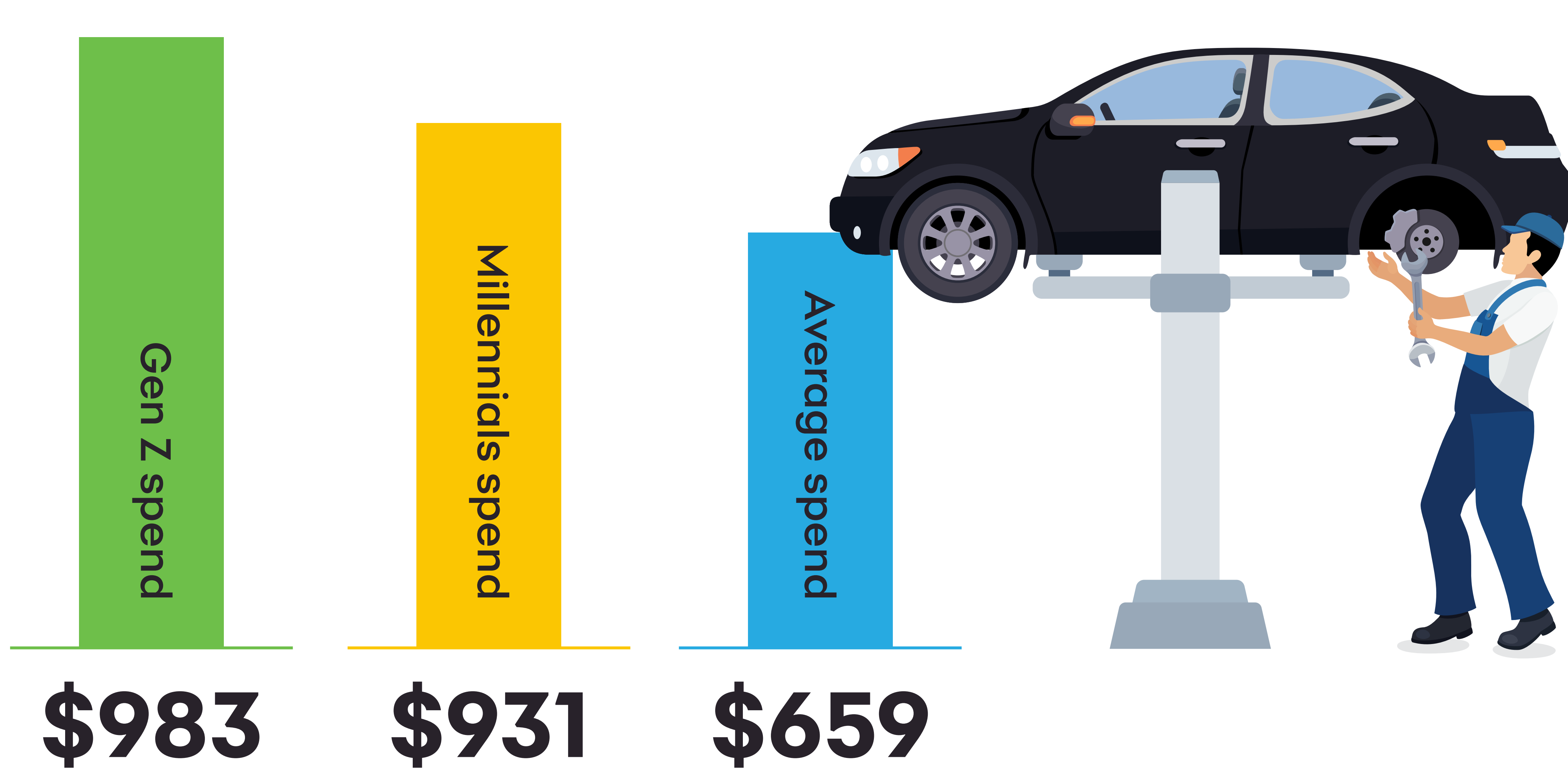
\$976



Millennials spend

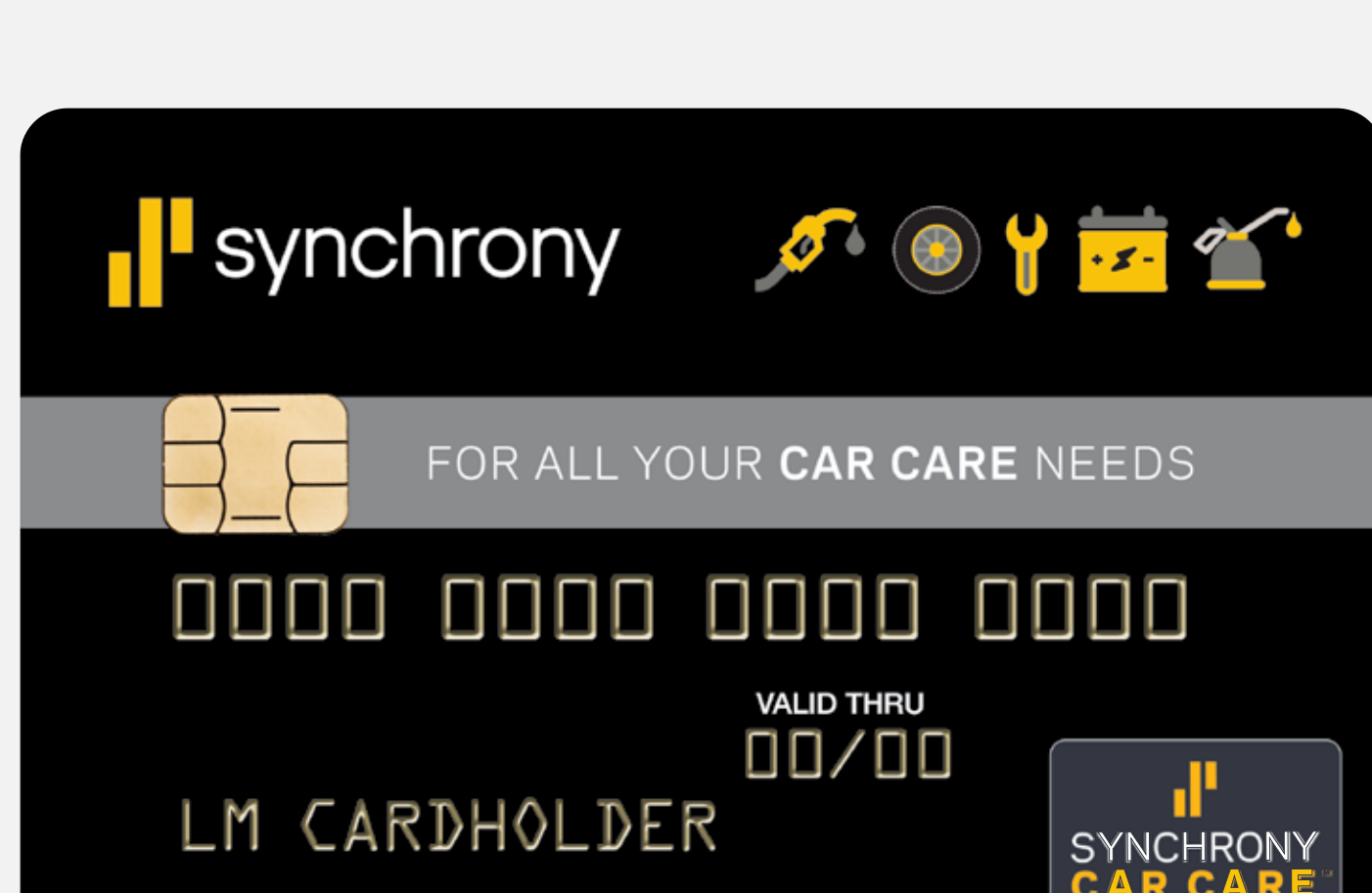
\$768

Gen Z and Millennials Far Exceed the \$659 Average on Annual Car Service/Repair³



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

©2026 SYNCHRONY BANK

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

² <https://www.empower.com/the-currency/play/americans-keeping-cars-longer-save-money-research>

³ Ask SUZY – Synchrony's Cost of Car Ownership Pulse, July '25