

katzkin[®]

AUTOMOTIVE LEATHER



**FACTORY LEATHER
AFFORDABILITY STUDY**

Updated: February 4, 2015

Important Usage Information

- The following pages have hundreds of price points with analysis of vehicle competitiveness. This information is presented in a way that is unique and has a different focus than many previous documents provided by Katzkin.
- The data is designed to show the MSRP cost difference between multiple models when they're equipped with factory leather.
- This data is not highlighting the trim-line walk for each model. That is a key differentiator between this document and many other reports from Katzkin.
- Trim line walk information is valuable, but this document is designed differently. It helps you create vehicles that are more competitive with models in the same segment. In turn, you will be helping your dealerships sell more cars!
- When you use this document, the key column is the "Variance" column. That column is displaying the MSRP difference between the lowest priced model with factory leather and each of its competitors.
- Detailed trim-line information is also provided in the document.
- After you show your customer the MSRP difference of their lowest priced option with leather as compared to their competition, you can use this information to target a trim-line of their vehicles that can be equipped with Katzkin leather to help them sell more cars.
- Contact your Katzkin sales representative for more information or to answer any questions.
- This document is updated regularly and can be downloaded at www.katzkin.com/FLAS

Large Car Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Ford Taurus '15	SEL	\$ 26,790	\$ 30,874	Best Value
2	Chrysler 300 '15	Base	\$ 30,995	\$ 30,995	\$ 121
3	Chevrolet Impala '15	1LTZ	\$ 27,885	\$ 35,290	\$ 4,416
Most Expensive	Dodge Charger '15	SXT	\$ 27,995	\$ 37,990	\$ 7,116

Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Impala '15	LS	\$ 27,885	N/A
Chevrolet Impala '15	1LT	\$ 30,135	N/A
Chevrolet Impala '15	2LT	\$ 31,110	N/A
Chevrolet Impala '15	1LTZ	\$ 35,290	\$ 35,290
Chevrolet Impala '15	2LTZ	\$ 36,265	\$ 36,265
Make/Model	Trim-line	MSRP	MSRP w/leather
Chrysler 300 '15	Base	\$ 30,995	\$ 30,995
Chrysler 300 '15	Uptown Edition	\$ 33,995	\$ 33,995
Chrysler 300 '15	S	\$ 34,395	\$ 34,395
Chrysler 300 '15	C	\$ 37,395	\$ 37,395
Chrysler 300 '15	John Varvatos Luxury	\$ 41,895	\$ 41,895
Chrysler 300 '15	John Varvatos Limited	\$ 45,395	\$ 45,395
Chrysler 300 '15	SRT8 Core	\$ 45,900	\$ 45,900
Chrysler 300 '15	SRT8 Premium	\$ 49,900	\$ 49,900

Make/Model	Trim-line	MSRP	MSRP w/leather
Dodge Charger '15	SE	\$ 27,995	N/A
Dodge Charger '15	SXT	\$ 29,995	\$ 37,990
Dodge Charger '15	R/T	\$ 32,995	\$ 40,990
Dodge Charger '15	R/T Road & Track	\$ 35,995	\$ 35,995
Make/Model	Trim-line	MSRP	MSRP w/leather
Ford Taurus '15	SE	\$ 26,790	N/A
Ford Taurus '15	SEL	\$ 29,379	\$ 30,874
Ford Taurus '15	Limited	\$ 34,290	\$ 34,290
Ford Taurus '15	SHO	\$ 40,105	\$ 40,105

Midsize Car Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline		MSRP with		
		w/ Leather	Avai.	Base MSRP	Leather	Variance
Best Value	Kia Optima '15	EX		\$ 21,650	\$ 24,100	Best Value
2	Chrysler 200 '15	S		\$ 21,700	\$ 25,490	\$ 1,390
3	Toyota Camry '15	XSE		\$ 22,970	\$ 26,150	\$ 2,050
4	Subaru Legacy '15	2.5i Limited		\$ 21,695	\$ 26,495	\$ 2,395
5	Hyundai Sonata '15	Limited		\$ 21,150	\$ 26,525	\$ 2,425
6	Chevrolet Malibu '15	2LT		\$ 23,290	\$ 27,670	\$ 3,570
7	Nissan Altima '15	2.5S		\$ 22,300	\$ 28,150	\$ 4,050
8	Honda Accord '15	EX-L		\$ 22,105	\$ 28,420	\$ 4,320
9	Mazda 6 '15	Grand Touring		\$ 21,190	\$ 29,895	\$ 5,795
10	Ford Fusion '15	Titanium		\$ 22,400	\$ 30,600	\$ 6,500
Most Expensive	Volkswagen Passat '15	SEL Premium		\$ 21,340	\$ 31,790	\$ 7,690

Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Malibu '15	LS	\$ 23,290	N/A	Hyundai Sonata '15	SE	\$ 21,150	N/A	Subaru Legacy '15	2.5i	\$ 21,695	N/A
Chevrolet Malibu '15	1LT	\$ 24,560	N/A	Hyundai Sonata '15	Sport	\$ 23,175	N/A	Subaru Legacy '15	2.5i Premium	\$ 23,495	N/A
Chevrolet Malibu '15	2LT	\$ 26,420	\$ 27,670	Hyundai Sonata '15	Limited	\$ 26,525	\$ 26,525	Subaru Legacy '15	2.5i Limited	\$ 26,495	\$ 26,495
Chevrolet Malibu '15	3LT	\$ 27,955	\$ 29,205	Hyundai Sonata '15	Sport 2.0T	\$ 28,575	\$ 28,575	Subaru Legacy '15	3.6R	\$ 29,595	\$ 29,595
Chevrolet Malibu '15	1LTZ	\$ 29,145	\$ 29,145	Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Malibu '15	2LTZ	\$ 31,305	\$ 31,305	Kia Optima '15	LX	\$ 21,650	N/A	Toyota Camry '15	LE	\$ 22,970	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Kia Optima '15	EX	\$ 24,100	\$ 24,100	Toyota Camry '15	SE	\$ 23,840	N/A
Chrysler 200 '15	LX	\$ 21,700	N/A	Kia Optima '15	SX	\$ 25,700	\$ 25,700	Toyota Camry '15	XSE	\$ 26,150	\$ 26,150
Chrysler 200 '15	Limited	\$ 23,255	N/A	Kia Optima '15	SX Turbo	\$ 27,700	\$ 27,700	Toyota Camry '15	XLE	\$ 26,150	\$ 26,150
Chrysler 200 '15	S	\$ 24,495	\$ 25,490	Kia Optima '15	Limited	\$ 35,500	\$ 35,500	Toyota Camry '15	Hybrid LE	\$ 26,790	N/A
Chrysler 200 '15	C	\$ 25,995	\$ 25,995	Make/Model	Trim-line	MSRP	MSRP w/leather	Toyota Camry '15	Hybrid SE	\$ 27,995	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Mazda 6 '15	Sport	\$ 21,190	N/A	Toyota Camry '15	Hybrid XLE	\$ 29,980	\$ 29,980
Ford Fusion '15	S	\$ 22,400	N/A	Mazda 6 '15	Touring	\$ 23,845	N/A	Make/Model	Trim-line	MSRP	MSRP w/leather
Ford Fusion '15	SE	\$ 23,935	N/A	Mazda 6 '15	Touring	\$ 23,845	N/A	Volkswagen Passat '15	1.8T S	\$ 21,340	N/A
Ford Fusion '15	Titanium	\$ 30,600	\$ 30,600	Mazda 6 '15	Grand Touring	\$ 29,895	\$ 29,895	Volkswagen Passat '15	1.8T Wolfsburg Edition	\$ 24,375	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather	Volkswagen Passat '15	1.8T SE	\$ 26,280	N/A
Honda Accord '15	LX	\$ 22,105	N/A	Nissan Altima '15	2.5	\$ 22,300	N/A	Volkswagen Passat '15	1.8T SEL Premium	\$ 31,790	\$ 31,790
Honda Accord '15	Sport	\$ 23,865	N/A	Nissan Altima '15	2.5S	\$ 22,560	N/A				
Honda Accord '15	EX	\$ 25,030	N/A	Nissan Altima '15	2.5SV	\$ 24,720	N/A				
Honda Accord '15	EX-L	\$ 28,420	\$ 28,420	Nissan Altima '15	2.5SL	\$ 28,150	\$ 28,150				
Honda Accord '15	EX-L V6	\$ 30,495	\$ 30,495	Nissan Altima '15	3.5SL	\$ 31,950	\$ 31,950				
Honda Accord '15	Touring	\$ 33,630	\$ 33,630								

Small Car Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avail.	Base MSRP	MSRP with Leather	Variance
Best Value	Nissan Sentra '15	SL	\$ 16,480	\$ 20,670	Best Value
2	Ford Focus '14	SE Sedan	\$ 16,810	\$ 21,215	\$ 545
3	Dodge Dart '15	GT	\$ 16,495	\$ 21,295	\$ 625
4	Hyundai Elantra '15	Sport	\$ 17,250	\$ 21,600	\$ 930
5	Kia Forte '15	EX	\$ 15,890	\$ 22,090	\$ 1,420
6	Subaru Impreza '15	2.0i Limited	\$ 18,695	\$ 22,795	\$ 2,125
7	Honda Civic '15	EX-L	\$ 18,490	\$ 22,840	\$ 2,170
8	Chevrolet Cruze '15	2LT	\$ 16,995	\$ 24,095	\$ 3,425
Most Expensive	Mazda 3 '15	S Grand Touring	\$ 16,945	\$ 25,045	\$ 4,375
No Leather	Toyota Corolla '15	N/A	\$ 17,725	N/A	No Leather
No Leather	Volkswagen Jetta '14	N/A	\$ 17,325	N/A	No Leather

Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Cruze '15	L	\$ 16,995	N/A	Mazda 3 '15	I SV	\$ 16,945	N/A
Chevrolet Cruze '15	LS	\$ 18,570	N/A	Mazda 3 '15	I Sport	\$ 18,445	N/A
Chevrolet Cruze '15	1LT	\$ 19,890	N/A	Mazda 3 '15	I Touring	\$ 19,595	N/A
Chevrolet Cruze '15	ECO	\$ 20,920	N/A	Mazda 3 '15	I Grand Touring	\$ 22,745	N/A
Chevrolet Cruze '15	2LT	\$ 24,095	\$ 24,095	Mazda 3 '15	S Touring	\$ 23,845	N/A
Chevrolet Cruze '15	LTZ	\$ 25,095	\$ 25,095	Mazda 3 '15	S Grand Touring	\$ 25,045	\$ 25,045
Chevrolet Cruze '15	Diesel	\$ 26,485	\$ 26,485	Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather	Nissan Sentra '15	S	\$ 16,480	N/A
Dodge Dart '15	SE	\$ 16,495	N/A	Nissan Sentra '15	FE+S	\$ 17,730	N/A
Dodge Dart '15	SXT	\$ 18,895	N/A	Nissan Sentra '15	SV	\$ 18,300	N/A
Dodge Dart '15	Aero	\$ 19,995	N/A	Nissan Sentra '15	SR	\$ 19,910	N/A
Dodge Dart '15	GT	\$ 21,295	\$ 21,295	Nissan Sentra '15	SL	\$ 20,670	\$ 20,670
Dodge Dart '15	Limited	\$ 23,095	\$ 23,095	Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather	Subaru Impreza '15	2.0i	\$ 18,695	N/A
Ford Focus '14	S Sedan	\$ 16,810	N/A	Subaru Impreza '15	2.0i Premium	\$ 21,495	N/A
Ford Focus '14	SE Sedan	\$ 18,125	\$ 21,215	Subaru Impreza '15	2.0i Limited	\$ 22,795	\$ 22,795
Ford Focus '14	SE Hatchback	\$ 18,625	\$ 21,715	Subaru Impreza '15	2.0i Sport Premium	\$ 20,995	N/A
Ford Focus '14	Titanium Sedan	\$ 23,075	\$ 23,075	Subaru Impreza '15	2.0i Sport Limited	\$ 23,295	\$ 23,295
Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Honda Civic '15	LX	\$ 18,490	N/A	Toyota Corolla '15	L	\$ 17,725	N/A
Honda Civic '15	SE	\$ 19,990	N/A	Toyota Corolla '15	LE	\$ 19,340	N/A
Honda Civic '15	EX	\$ 21,190	N/A	Toyota Corolla '15	LE Plus	\$ 19,740	N/A
Honda Civic '15	EX-L	\$ 22,840	\$ 22,840	Toyota Corolla '15	LE Premium	\$ 22,800	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Toyota Corolla '15	LE Eco	\$ 19,740	N/A
Hyundai Elantra '15	SE	\$ 17,250	N/A	Toyota Corolla '15	LE Eco Plus	\$ 20,835	N/A
Hyundai Elantra '15	Sport	\$ 21,600	\$ 21,600	Toyota Corolla '15	LE Eco Premium	\$ 23,895	N/A
Hyundai Elantra '15	Limited	\$ 21,700	\$ 21,700	Toyota Corolla '15	S	\$ 19,970	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Toyota Corolla '15	S Plus	\$ 20,670	N/A
Kia Forte '15	LX	\$ 15,890	N/A	Toyota Corolla '15	S Premium	\$ 23,720	N/A
Kia Forte '15	EX	\$ 19,390	\$ 22,090	Make/Model	Trim-line	MSRP	MSRP w/leather
				Volkswagen Jetta '15	S	\$ 17,325	N/A
				Volkswagen Jetta '15	SE	\$ 18,995	N/A
				Volkswagen Jetta '15	SEL	\$ 25,380	N/A

Full-size Pickup Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Ram 1500 '15	Lone Star	\$ 32,225	\$ 38,525	Best Value
2	Chevrolet Silverado '15	LT	\$ 35,425	\$ 39,570	\$ 1,045
3	Nissan Titan '14	SL	\$ 31,910	\$ 40,580	\$ 2,055
4	Ford F-150 '15	Lariat	\$ 33,045	\$ 41,345	\$ 2,820
5	GMC Sierra '15	SLE	\$ 35,925	\$ 41,745	\$ 3,220
Most Expensive	Toyota Tundra '15	1794 Edition	\$ 33,910	\$ 45,925	\$ 7,400

Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Silverado '15	WT	\$ 35,425	N/A
Chevrolet Silverado '15	LS	\$ 37,285	N/A
Chevrolet Silverado '15	LT	\$ 37,940	\$ 39,570
Chevrolet Silverado '15	LT Z71	\$ 39,530	\$ 41,020
Chevrolet Silverado '15	LTZ	\$ 43,165	\$ 43,165
Chevrolet Silverado '15	LTZ Z71	\$ 43,755	\$ 43,755
Chevrolet Silverado '15	High Country	\$ 48,770	\$ 48,770
Make/Model	Trim-line	MSRP	MSRP w/leather
Ford F-150 '15	XL	\$ 33,045	N/A
Ford F-150 '15	XLT	\$ 37,040	N/A
Ford F-150 '15	Lariat	\$ 41,345	\$ 41,345
Ford F-150 '15	King Ranch	\$ 48,495	\$ 48,495
Ford F-150 '15	Platinum	\$ 50,960	\$ 50,960
Make/Model	Trim-line	MSRP	MSRP w/leather
GMC Sierra '15	Base	\$ 35,925	N/A
GMC Sierra '15	SLE	\$ 39,200	\$ 41,745
GMC Sierra '15	SLT	\$ 43,895	\$ 40,970

Make/Model	Trim-line	MSRP	MSRP w/leather
Nissan Titan '14	S	\$ 31,910	N/A
Nissan Titan '14	SV	\$ 33,990	N/A
Nissan Titan '14	SL	\$ 40,580	\$ 40,580
Make/Model	Trim-line	MSRP	MSRP w/leather
Ram 1500 '15	Tradesman	\$ 32,225	N/A
Ram 1500 '15	Express	\$ 33,985	N/A
Ram 1500 '15	SLT	\$ 35,920	N/A
Ram 1500 '15	Lone Star	\$ 37,125	\$ 38,525
Ram 1500 '15	Big Horn	\$ 37,125	\$ 38,525
Ram 1500 '15	Sport	\$ 41,020	\$ 42,520
Ram 1500 '15	Outdoorsman	\$ 40,685	\$ 42,085
Ram 1500 '15	Laramie	\$ 40,980	\$ 41,480
Ram 1500 '15	Laramie Longhorn	\$ 46,935	\$ 46,935
Ram 1500 '15	Laramie Limited	\$ 49,439	\$ 49,439
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota Tundra '15	SR5	\$ 33,910	N/A
Toyota Tundra '15	TRD Pro	\$ 45,000	N/A
Toyota Tundra '15	1794 Edition	\$ 45,925	\$ 45,925
Toyota Tundra '15	Platinum	\$ 46,425	\$ 46,425
Toyota Tundra '15	Limited	\$ 41,350	\$ 41,350

Large SUV Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Nissan Armada '15	SL	\$ 38,060	\$ 43,150	Best Value
2	Ford Expedition '15	XLT	\$ 43,390	\$ 46,415	\$ 3,265
3	Chevrolet Tahoe '15	LT	\$ 45,995	\$ 50,995	\$ 7,845
4	Toyota Sequoia '15	Platinum	\$ 45,320	\$ 56,945	\$ 13,795
Most Expensive	GMC Yukon '15	SLT	\$ 47,330	\$ 55,730	\$ 12,580

Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Tahoe '15	LS	\$ 45,890	N/A
Chevrolet Tahoe '15	LT	\$ 50,995	\$ 50,995
Chevrolet Tahoe '15	LTZ	\$ 59,995	\$ 59,995
Make/Model	Trim-line	MSRP	MSRP w/leather
GMC Yukon '15	SLE	\$ 47,330	N/A
GMC Yukon '15	SLT	\$ 55,730	\$ 55,730
Make/Model	Trim-line	MSRP	MSRP w/leather
Ford Expedition '15	XLT	\$ 43,390	\$ 46,415
Ford Expedition '15	Limited	\$ 52,760	\$ 52,760
Ford Expedition '15	King Ranch	\$ 56,990	\$ 56,990
Ford Expedition '15	Platinum	\$ 57,950	\$ 57,950

Make/Model	Trim-line	MSRP	MSRP w/leather
Nissan Armada '15	SV	\$ 38,060	N/A
Nissan Armada '15	SL	\$ 43,150	\$ 43,150
Nissan Armada '15	Platinum	\$ 50,430	\$ 50,430
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota Sequoia '15	SR5	\$ 45,320	N/A
Toyota Sequoia '15	Platinum	\$ 56,945	\$ 56,945
Toyota Sequoia '15	Limited	\$ 62,415	\$ 62,415

Premium Midsize SUV-XUV 3 Row Segment

This study compares the MSRP difference of competing models when equipped with factory leather

Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather

The detailed model trim-line information can then be used to select the most appropriate targets for each model

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Honda Pilot '15	EX-L	\$ 29,870	\$ 35,370	Best Value
2	Ford Explorer '15	XLT	\$ 30,600	\$ 35,400	\$ 30
3	Nissan Pathfinder '15	SL	\$ 29,510	\$ 36,060	\$ 690
5	Dodge Durango '15	Limited	\$ 30,395	\$ 36,895	\$ 1,525
4	Toyota Highlander '15	XLE	\$ 30,695	\$ 37,520	\$ 2,150
Most Expensive	Toyota 4Runner '15	Limited	\$ 33,800	\$ 43,165	\$ 7,795

Make/Model	Trim-line	MSRP	MSRP w/leather
Dodge Durango '15	SXT	\$ 30,395	N/A
Dodge Durango '15	SXT Plus	\$ 32,395	N/A
Dodge Durango '15	Limited	\$ 36,895	\$ 36,895
Dodge Durango '15	R/T	\$ 39,695	\$ 39,695
Dodge Durango '15	Citadel	\$ 40,995	\$ 40,995
Make/Model	Trim-line	MSRP	MSRP w/leather
Ford Explorer '15	Base	\$ 30,600	N/A
Ford Explorer '15	XLT	\$ 32,900	\$ 35,400
Ford Explorer '15	Limited	\$ 38,100	\$ 38,100
Ford Explorer '15	Sport	\$ 42,670	\$ 42,670
Make/Model	Trim-line	MSRP	MSRP w/leather
Honda Pilot '15	LX	\$ 29,870	N/A
Honda Pilot '15	EX	\$ 32,120	N/A
Honda Pilot '15	SE	\$ 33,120	N/A
Honda Pilot '15	EX-L	\$ 35,370	\$ 35,370
Honda Pilot '15	Touring	\$ 40,020	\$ 40,020

Make/Model	Trim-line	MSRP	MSRP w/leather
Nissan Pathfinder '15	S	\$ 29,510	N/A
Nissan Pathfinder '15	SV	\$ 32,810	N/A
Nissan Pathfinder '15	SL	\$ 36,060	\$ 36,060
Nissan Pathfinder '15	SL Tech	\$ 38,090	\$ 38,090
Nissan Pathfinder '15	SL Premium	\$ 39,390	\$ 39,390
Nissan Pathfinder '15	Platinum	\$ 41,410	\$ 41,410
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota 4Runner '15	SR5	\$ 33,800	N/A
Toyota 4Runner '15	SR5 Premium	\$ 36,230	N/A
Toyota 4Runner '15	Trail	\$ 36,705	N/A
Toyota 4Runner '15	Trail Premium	\$ 40,890	N/A
Toyota 4Runner '15	Limited	\$ 43,165	\$ 43,165
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota Highlander '15	LE	\$ 30,695	N/A
Toyota Highlander '15	LE Plus	\$ 34,220	N/A
Toyota Highlander '15	XLE	\$ 37,520	\$ 37,520
Toyota Highlander '15	Limited	\$ 41,120	\$ 41,120
Toyota Highlander '15	Hybrid Limited	\$ 48,780	\$ 48,780

Premium Midsize SUV-XUV 2 Row Segment

This study compares the MSRP difference of competing models when equipped with factory leather

Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather

The detailed model trim-line information can then be used to select the most appropriate targets for each model

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Subaru Outback '15	2.5i Limited	\$ 24,895	\$ 29,995	Best Value
2	GMC Terrain '15	SLT1	\$ 27,485	\$ 30,745	\$ 750
3	Ford Edge '14	SEL	\$ 28,100	\$ 32,800	\$ 2,805
4	Toyota Venza '15	XLE	\$ 30,195	\$ 33,240	\$ 3,245
5	Jeep Grand Cherokee '15	Altitude	\$ 29,895	\$ 36,190	\$ 6,195
Most Expensive	Nissan Murano '15	SL	\$ 29,560	\$ 36,950	\$ 6,955

Make/Model	Trim-line	MSRP	MSRP w/leather
Ford Edge '14	SE	\$ 28,100	N/A
Ford Edge '14	SEL	\$ 31,300	\$ 32,800
Ford Edge '14	Limited	\$ 35,100	\$ 35,100
Ford Edge '14	Sport	\$ 37,600	\$ 37,600
Make/Model	Trim-line	MSRP	MSRP w/leather
GMC Terrain '15	SLE1	\$ 27,485	N/A
GMC Terrain '15	SLE2	\$ 28,985	N/A
GMC Terrain '15	SLT1	\$ 30,745	\$ 30,745
GMC Terrain '15	SLT2	\$ 33,990	\$ 33,990
Make/Model	Trim-line	MSRP	MSRP w/leather
Jeep Grand Cherokee '15	Laredo	\$ 29,895	N/A
Jeep Grand Cherokee '15	Laredo E	\$ 31,495	N/A
Jeep Grand Cherokee '15	Altitude	\$ 36,190	\$ 36,190
Jeep Grand Cherokee '15	Limited	\$ 36,795	\$ 36,795
Jeep Grand Cherokee '15	Overland	\$ 43,195	\$ 43,195
Jeep Grand Cherokee '15	Summit	\$ 48,595	\$ 48,595

Make/Model	Trim-line	MSRP	MSRP w/leather
Nissan Murano '15	S	\$ 29,560	N/A
Nissan Murano '15	SV	\$ 32,620	N/A
Nissan Murano '15	SL	\$ 36,950	\$ 36,950
Nissan Murano '15	Platinum	\$ 39,000	\$ 39,000
Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather
Subaru Outback '15	2.5i	\$ 24,895	N/A
Subaru Outback '15	2.5i Premium	\$ 26,995	N/A
Subaru Outback '15	2.5i Limited	\$ 29,995	\$ 29,995
Subaru Outback '15	3.6R Limited	\$ 32,995	\$ 32,995
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota Venza '15	LE	\$ 30,195	N/A
Toyota Venza '15	XLE	\$ 33,240	\$ 33,240
Toyota Venza '15	Limited	\$ 40,675	\$ 40,675

Mainstream Midsize SUV-XUV Segment

This study compares the MSRP difference of competing models when equipped with factory leather

Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather

The detailed model trim-line information can then be used to select the most appropriate targets for each model

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Mazda CX-5 '15	Grand Touring	\$ 21,545	\$ 27,970	Best Value
2	Nissan Rogue '15	SL	\$ 22,790	\$ 28,280	\$ 310
3	Subaru Forester '15	2.5i Limited	\$ 22,195	\$ 28,095	\$ 125
4	Ford Escape '15	Platinum	\$ 22,960	\$ 29,245	\$ 1,275
5	Honda CR-V '15	EX-L	\$ 23,320	\$ 28,020	\$ 50
6	Hyundai Santa Fe '15	Sport	\$ 24,950	\$ 28,150	\$ 180
7	Chevrolet Equinox '15	2LT	\$ 25,395	\$ 30,045	\$ 2,075
Most Expensive	Kia Sorento '15	EX	\$ 24,100	\$ 31,500	\$ 3,530
No Leather	Nissan Xterra '15	N/A	\$ 23,660	N/A	No Leather
No Leather	Toyota Rav4 '15	N/A	\$ 24,565	N/A	No Leather

Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Equinox '15	LS	\$ 25,395	N/A	Mazda CX-5 '15	Sport	\$ 21,545	N/A
Chevrolet Equinox '15	1LT	\$ 27,045	N/A	Mazda CX-5 '15	Touring	\$ 24,965	N/A
Chevrolet Equinox '15	2LT	\$ 29,045	\$ 30,045	Mazda CX-5 '15	Grand Touring	\$ 27,970	\$ 27,970
Chevrolet Equinox '15	LTZ	\$ 32,795	\$ 32,795	Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather	Nissan Rogue '15	S	\$ 22,790	N/A
Ford Escape '15	S	\$ 22,960	N/A	Nissan Rogue '15	SV	\$ 24,490	N/A
Ford Escape '15	SE	\$ 24,860	N/A	Nissan Rogue '15	SL	\$ 28,280	\$ 28,280
Ford Escape '15	Titanium	\$ 29,245	\$ 29,245	Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather	Nissan Xterra '15	X	\$ 23,660	N/A
Honda CR-V '15	LX	\$ 23,320	N/A	Nissan Xterra '15	S	\$ 25,670	N/A
Honda CR-V '15	EX	\$ 25,420	N/A	Nissan Xterra '15	PRO-4X	\$ 30,590	N/A
Honda CR-V '15	EX-L	\$ 28,020	\$ 28,020	Make/Model	Trim-line	MSRP	MSRP w/leather
Honda CR-V '15	Touring	\$ 31,520	\$ 31,520	Subaru Forester '15	2.5i	\$ 22,195	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Subaru Forester '15	2.5i Premium	\$ 24,595	N/A
Hyundai Santa Fe '15	Sport	\$ 24,950	\$ 28,150	Subaru Forester '15	2.5i Limited	\$ 28,095	\$ 28,095
Hyundai Santa Fe '15	Sport 2.0T	\$ 31,250	\$ 30,650	Subaru Forester '15	2.5i Touring	\$ 30,095	\$ 30,095
Hyundai Santa Fe '15	GLS	\$ 29,900	\$ 33,450	Subaru Forester '15	2.0XT Premium	\$ 28,495	N/A
Hyundai Santa Fe '15	Limited	\$ 33,800	\$ 33,800	Subaru Forester '15	2.0XT Touring	\$ 33,095	\$ 33,095
Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Kia Sorento '15	LX	\$ 24,100	N/A	Toyota Rav4 '15	LE	\$ 24,565	N/A
Kia Sorento '15	EX	\$ 31,500	\$ 31,500	Toyota Rav4 '15	XLE	\$ 26,125	N/A
Kia Sorento '15	SX	\$ 36,500	\$ 36,500	Toyota Rav4 '15	Limited	\$ 29,335	N/A
Kia Sorento '15	Limited	\$ 39,900	\$ 39,900				

Small SUV Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Mini Countryman '15	Base	\$ 22,750	\$ 24,250	Best Value
3	Nissan Juke '15	SL	\$ 20,250	\$ 25,240	\$ 990
4	Hyundai Tuscon '15	Limited	\$ 21,650	\$ 26,450	\$ 2,200
5	Kia Sportage '15	SX	\$ 21,900	\$ 29,200	\$ 4,950
Most Expensive	Volkswagen Tiguan '15	R-Line	\$ 26,255	\$ 37,650	\$ 13,400

Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Hyundai Tuscon '15	GLS	\$ 21,650	N/A	Volkswagen Tiguan '15	S	\$ 26,255	N/A
Hyundai Tuscon '15	SE	\$ 23,700	N/A	Volkswagen Tiguan '15	SE	\$ 28,250	N/A
Hyundai Tuscon '15	Limited	\$ 26,450	\$ 26,450	Volkswagen Tiguan '15	SEL	\$ 33,590	N/A
Make/Model	Trim-line	MSRP	MSRP w/leather	Volkswagen Tiguan '15	R-Line	\$ 37,650	\$ 36,880
Kia Sportage '15	LX	\$ 21,900	N/A	Make/Model	Trim-line	MSRP	MSRP w/leather
Kia Sportage '15	EX	\$ 25,300	\$ 29,200	Mini Countryman '15	Base	\$ 22,750	\$ 24,250
Kia Sportage '15	SX	\$ 28,100	\$ 31,450	Mini Countryman '15	S	\$ 26,100	\$ 27,600
Make/Model	Trim-line	MSRP	MSRP w/leather	Mini Countryman '15	S ALL4	\$ 27,850	\$ 29,350
Nissan Juke '15	S	\$ 20,250	N/A				
Nissan Juke '15	SV	\$ 22,300	N/A				
Nissan Juke '15	SL	\$ 25,240	\$ 25,240				

Minivan Segment

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Mazda 5 '15	Grand Touring	\$ 21,240	\$ 24,770	Best Value
2	Dodge Grand Caravan '15	SXT Plus	\$ 21,395	\$ 28,095	\$ 3,325
3	Chrysler Town & Country '15	LX	\$ 29,995	\$ 29,995	\$ 5,225
4	Nissan Quest '15	SV	\$ 26,530	\$ 31,240	\$ 6,470
5	Kia Sedona '15	EX	\$ 26,100	\$ 31,780	\$ 7,010
6	Toyota Sienna '15	XLE	\$ 26,290	\$ 33,645	\$ 8,875
Most Expensive	Honda Odyssey '15	EX-L	\$ 28,975	\$ 37,775	\$ 13,005

Make/Model	Trim-line	MSRP	MSRP w/leather
Chrysler Town & Country '15	LX	\$ 29,995	\$ 29,995
Chrysler Town & Country '15	Touring	\$ 31,065	\$ 31,065
Chrysler Town & Country '15	S	\$ 33,295	\$ 33,295
Chrysler Town & Country '15	Touring-L	\$ 34,865	\$ 34,865
Chrysler Town & Country '15	Limited	\$ 37,595	\$ 37,595
Chrysler Town & Country '15	Limited Platinum	\$ 39,995	\$ 39,995
Make/Model	Trim-line	MSRP	MSRP w/leather
Dodge Grand Caravan '15	American Value	\$ 21,395	N/A
Dodge Grand Caravan '15	SE	\$ 24,195	N/A
Dodge Grand Caravan '15	SE Plus	\$ 24,995	N/A
Dodge Grand Caravan '15	SXT	\$ 27,295	N/A
Dodge Grand Caravan '15	SXT Plus	\$ 28,095	\$ 28,095
Dodge Grand Caravan '15	R/T	\$ 29,995	\$ 29,995
Make/Model	Trim-line	MSRP	MSRP w/leather
Honda Odyssey '15	LX	\$ 28,975	N/A
Honda Odyssey '15	EX	\$ 35,775	N/A
Honda Odyssey '15	EX-L	\$ 37,775	\$ 37,775
Honda Odyssey '15	Touring	\$ 42,030	\$ 42,030
Honda Odyssey '15	Touring Elite	\$ 44,600	\$ 44,600

Make/Model	Trim-line	MSRP	MSRP w/leather
Kia Sedona '15	L	\$ 26,100	N/A
Kia Sedona '15	LX	\$ 28,300	N/A
Kia Sedona '15	EX	\$ 32,300	\$ 32,300
Kia Sedona '15	SX	\$ 36,300	\$ 36,300
Kia Sedona '15	Limited	\$ 39,700	\$ 39,700
Make/Model	Trim-line	MSRP	MSRP w/leather
Mazda 5 '15	Sport	\$ 21,240	N/A
Mazda 5 '15	Touring	\$ 22,370	N/A
Mazda 5 '15	Grand Touring	\$ 24,770	\$ 24,770
Make/Model	Trim-line	MSRP	MSRP w/leather
Nissan Quest '15	S	\$ 26,530	N/A
Nissan Quest '15	SV	\$ 30,280	\$ 31,780
Nissan Quest '15	SL	\$ 34,060	\$ 34,060
Nissan Quest '15	Platinum	\$ 43,180	\$ 43,180
Make/Model	Trim-line	MSRP	MSRP w/leather
Toyota Sienna '15	L	\$ 26,290	N/A
Toyota Sienna '15	LE	\$ 30,490	N/A
Toyota Sienna '15	SE	\$ 33,860	N/A
Toyota Sienna '15	XLE	\$ 33,645	\$ 33,645
Toyota Sienna '15	Limited	\$ 40,240	\$ 40,240

Sporty Cars

*This study compares the MSRP difference of competing models when equipped with factory leather
Review the table below to identify vehicles that are more expensive than the segment's best value when equipped with factory leather
The detailed model trim-line information can then be used to select the most appropriate targets for each model*

Rank	Model	Lowest Trimline w/ Leather Avai.	Base MSRP	MSRP with Leather	Variance
Best Value	Ford Mustang '14	Ecoboost Premium	\$ 23,600	\$ 29,170	Best Value
2	Hyundai Genesis Coupe '15	3.8 Ultimate	\$ 26,750	\$ 33,400	\$ 4,230
3	Subaru BRZ '15	Limited	\$ 25,595	\$ 27,595	\$ (1,575)
4	Dodge Challenger '15	SXT Plus	\$ 26,995	\$ 29,995	\$ 825
Most Expensive	Chevrolet Camaro '15	2LT	\$ 24,700	\$ 30,200	\$ 1,030
No Leather	Scion FR-S '14	N/A	\$ 25,455	N/A	No Leather

Make/Model	Trim-line	MSRP	MSRP w/leather	Make/Model	Trim-line	MSRP	MSRP w/leather
Chevrolet Camaro '15	1LS	\$ 24,700	N/A	Ford Mustang '15	V6	\$ 23,600	N/A
Chevrolet Camaro '15	2LS	\$ 26,140	N/A	Ford Mustang '15	Ecoboost	\$ 25,170	N/A
Chevrolet Camaro '15	1LT	\$ 27,000	N/A	Ford Mustang '15	Ecoboost Premium	\$ 29,170	\$ 29,170
Chevrolet Camaro '15	2LT	\$ 30,200	\$ 30,200	Ford Mustang '15	GT	\$ 32,100	N/A
Chevrolet Camaro '15	1SS	\$ 34,500	N/A	Ford Mustang '15	GT Premium	\$ 36,100	\$ 36,100
Chevrolet Camaro '15	2SS	\$ 38,300	\$ 38,300	Make/Model	Trim-line	MSRP	MSRP w/leather
Make/Model	Trim-line	MSRP	MSRP w/leather	Hyundai Genesis Coupe '15	3.8	\$ 26,750	N/A
Dodge Challenger '15	SXT	\$ 26,995	N/A	Hyundai Genesis Coupe '15	3.8 R-Spec	\$ 29,500	N/A
Dodge Challenger '15	SXT Plus	\$ 29,995	\$ 29,995	Hyundai Genesis Coupe '15	3.8 Ultimate	\$ 33,400	\$ 33,400
Dodge Challenger '15	R/T	\$ 31,495	N/A	Make/Model	Trim-line	MSRP	MSRP w/leather
Dodge Challenger '15	R/T Plus	\$ 34,495	\$ 34,495	Scion FR-S '14	Base	\$ 25,455	N/A
Dodge Challenger '15	R/T Scat Pack	\$ 38,495	\$ 32,495	Make/Model	Trim-line	MSRP	MSRP w/leather
Dodge Challenger '15	SRT 392	\$ 45,995	\$ 34,495	Subaru BRZ '15	Premium	\$ 25,595	N/A
Dodge Challenger '15	SRT Hellcat	\$ 59,995	\$ 37,495	Subaru BRZ '15	Limited	\$ 27,595	\$ 27,595