



TRUCKS AND SUVs ARE BOOMING IN THE CLASSIC MARKET, THANKS TO MILLENNIALS AND GEN-XERS

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Go big or go home. That's the theme of the newest Hagerty® Vehicle Rating—and they aren't talking about values. Two-thirds of the vehicles in the newest Top 25 ranking are trucks or SUVs, and nearly 90 percent of them are valued at \$16,000 or less.

Who is responsible for all this four-wheel-drive brawn? Millennials and Gen-Xers.

“The interest in trucks and SUVs is an effect of the changing demographics of the hobby,” says Hagerty Valuation Information Analyst Jesse Pilarski. “Our insurance quoting data shows that Millennials and Gen-Xers are nearly 30% more likely to quote a truck or SUV than Boomers and Preboomers.”

Pilarski says, based on vehicles in No. 3 (or “good”) condition, that “the entry-level market [sub-\$25,000] is definitely the most vibrant, with an auction sell-through rate over 72%. That's compared to 68% for the middle market [\$25,000-\$250,000] and 62% for the high-end market [\$250,000-plus].”

The Hagerty Vehicle Rating tracks a vehicle's performance relative to the entire classic car/truck market. Based on a scale of 0-100, a vehicle with a 50-point rating is keeping pace with the overall market. Those above 50 are appreciating ahead of the average, while those below 50 are lagging.

The C/K has been in the top 25 for the last 16 months, but this is the first time it's been the highest-rated vehicle. The truck's Hagerty Price Guide value has risen 4% over the past four months, and it has consistently outpaced both the auction and private sales market for the last 16 months.

“We're seeing the most interest in the entry level market, and several factors play into that,” Pilarski says. “Rare and desirable cars like Ferrari 275s, Mercedes-Benz 300SLs, and air-cooled Porsche 911s saw huge increases in value over the last five years, but now that values aren't rising like they were, interest has started to wane. Most buyers aren't worried about losing \$2,000 on a \$20,000 purchase, but \$20,000 on a \$200,000 car? That's a different story. Also, the stock market has been performing well relative to car values, which may have pulled some of the interest away from those high-end vehicles.”

Here's a rundown of this month's top 10:

VEHICLE	RATING
1t. 1973-1987 Chevrolet C/K Series Pickup	96
1t. 1945-1968 Dodge Power Wagon	96
3t. 1976-1986 Jeep CJ-7	94

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3t. 1993-2002 Pontiac Firebird	94
6t. 1994-1996 Chevrolet Impala SS	94
6t. 1973-1979 Ford F-Series	93
6t. 1960-1966 Chevrolet C/K Series	93
6t. 1994-2004 Ford Mustang	93
6t. 1966-1977 Ford Bronco	93
10t. 1978-1979 Ford Bronco	92
10t. 1981-1986 Jeep CJ-8 Scrambler	92
10t. 1969-1972 Chevrolet C/K Blazer	92

IMAGE

[HVR Top 10: 1971 Chevrolet C10 Cheyenne \(GM\)](#)