

2023 Ford Maverick Diminished Value Case Study



By Tony Rached

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2023 FORD MAVERICK XLT

LOSS IN VALUE CASE STUDY

Before Accident
\$45,350



Price Adjustments

- 🚗 PRIOR ACCIDENT - SEVERE
- ★ AVG CONDITION - 4.6
- 📏 ODOMETER (MI) - 33,987
- 📍 SOUTHEAST

DIMINISHED VALUE AMOUNT
\$9,070

After Accident
\$36,280

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The 2023 Ford Maverick has successfully revived the compact pickup truck market with its reasonable utility, impressive fuel economy, and affordable price. While it may not match the towing, payload, or off-road capabilities of Ford's larger trucks, such as the F-150 and Ranger, the Maverick offers a wide range of features at a lower cost.

For 2023, the core Maverick lineup remains largely unchanged, but the new Tremor package, available for XLT and Lariat models, enhances the truck's off-road capability with upgrades like a heavy-duty transmission cooler, improved shocks and running gear, and an additional inch of ground clearance.

The primary competitor in this segment is the Hyundai Santa Cruz, another small four-door pickup that leans more towards a crossover SUV experience. However, the Maverick stands out with its hybrid powertrain option, spacious interior, user-friendly

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infotainment system, and ample storage compartments. With a starting price of just over \$22,000, the Maverick offers excellent value and a 4-foot-6-inch bed for hauling cargo.

Although the Maverick has some drawbacks like cheap cabin materials and a relatively low towing capacity, its overall appeal as a compact pickup truck remains strong. As more competitors are expected to enter the market, the Maverick currently competes directly against the pricier Hyundai Santa Cruz. It positions itself as a compelling option for those seeking practicality and affordability.

Did You Crash Your 2023 Ford Maverick?

Your day was like any other, you were minding your own business when you suddenly had a car accident. Did you know that a wrecked and repaired car can lose over \$9,070 in value?

Diminished Value Calculator	
Before Accident Cash Value	\$45,350
After Accident Cash Value	\$36,280
Diminished Value	\$9,070

No matter who was at fault, you're entitled to diminished value. Would you like to know how much your car lost due to a collision? Get a **FREE Claim Review** or call us now at **(877) 667-2326** and get the money you deserve.

Licensed Auto Appraisers specializing in Diminished Value, Total Loss, Actual Cash Value, Classic Cars, and Insurance Claim Settlements. Don't accept the insurance company's offer before talking to us, we can often help you get more money!