

10 Coolest New Cars Under \$18,000 of 2013 Named By KBB.com; Hyundai Veloster No. 1

Kelley Blue Book Editors Rank This Year's Top Picks for Affordable New Rides Boasting "Cool Factor"

IRVINE, Calif., June 20, 2013 /PRNewswire/ -- Shoppers in the market for a cool, affordable [new car](#) can see which models the experts recommend most in the list of [10 Coolest New Cars Under \\$18,000 of 2013](#) from Kelley Blue Book [www.kbb.com](#), the leading provider of new and used car information. Each year, the [KBB.com](#) editors collectively pool their wisdom and expert opinions as they choose the 10 coolest affordable new cars, and this year the [2013 Hyundai Veloster](#) ranks No. 1 on the list.

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"Quite frankly, automakers keep making it easier to pay them less," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's [KBB.com](#). "While many inexpensive cars are decidedly uncool, the world's manufacturers are putting more personality and distinction into their lower-priced offerings. Not only have small cars never looked so good, but they have also never been more filled with cool content. Take the Hyundai Veloster that is No. 1 on our list this year because of its highly unique exterior design coupled with a stylish and tech-laden interior."

Two criteria -- fun-to-drive and fun-to-own -- are critical among the deciding factors of what the editors freely admit is a very subjective "cool factor," the over-arching number-one criterion for a vehicle to place on this list. Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive [Fair Purchase Price](#) as the yardstick (Kelley Blue Book's Fair Purchase Price is the price consumers typically are paying a dealer for a new car, based on actual new-vehicle transactions and adjusted regularly for changing market conditions).

[KBB.com](#)'s 10 Coolest New Cars Under \$18,000 of 2013

Rank	2013 Model-Year Vehicle
1	Hyundai Veloster
2	Ford Focus
3	Kia Soul
4	Honda Fit
5	Dodge Dart
6	Mazda Mazda3
7	Fiat 500
8	Volkswagen Jetta
9	Honda Civic
10	Chevrolet Spark

To see [KBB.com](#)'s full list and editorial commentary for the 10 Coolest New Cars Under \$18,000 of 2013, please visit <http://www.kbb.com/car-reviews-and-news/top-10/10-coolest-cars-under-18000-2013/>.

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Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. KBB.com provides consumer pricing and information on cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader Group.

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