

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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