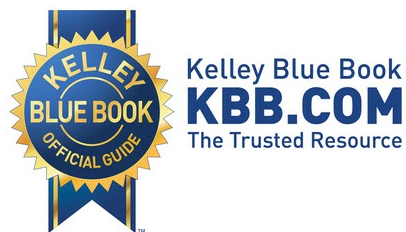


10 Coolest New Cars Under \$25,000 of 2014 Named By KBB.com

Kelley Blue Book Editors Announce Top Picks for "Cool," Affordable Rides; Scion FR-S No. 1 for Second Consecutive Year

IRVINE, Calif., March 6, 2014 /PRNewswire/ -- New-car shoppers in the market for a cool and fun-to-drive car that won't put a hole in their pocket will be happy to know the expert editors at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have named their list of the [10 Coolest New Cars Under \\$25,000 of 2014](#). Taking the top spot on the list for the second year in a row is the Scion FR-S.

The KBB.com editors look for the ever-subjective "cool factor" when rounding up candidates for this annual list, building a lineup of cars that are specifically engineered to excite driving enthusiasts of all lifestyles. This year's list features a dedicated convertible, an off-road legend and a variety of fun, stylish, desirable models in between.



"The vehicles featured on the 10 Coolest New Cars Under \$25,000 of 2014 list were hand-selected for shoppers who are looking for their dream car, but don't want to pay an arm and a leg for it," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "Many of us aren't in the position to run out and purchase a Porsche or Lamborghini, which is why we've crafted a list of affordable but fun cars, like two-time winner Scion FR-S. Truly a driver's car, the FR-S features a stylish looking exterior and modern updates on the interior."

KBB.com's 10 Coolest New Cars Under \$25,000 of 2014

Rank	2014 Model-Year Vehicle
1	Scion FR-S
2	Ford Fiesta ST
3	Jeep Wrangler
4	Volkswagen GTI
5	Chevrolet Camaro
6	Mini Cooper S
7	Ford Mustang
8	Honda Civic Si
9	Fiat 500 Abarth
10	Mazda MX-5 Miata

To see KBB.com's full list and editorial commentary for the 10 Coolest New Cars Under \$25,000 of 2014, please visit <http://www.kbb.com/car-reviews-and-news/top-10/coolest-cars-under-25000-2014/2000010430/>.

For more information and news from Kelley Blue Book's KBB.com, visit

www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.

About Kelley Blue Book (www.kbb.com)

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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website 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, and governmental agencies. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

Photo - <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>

SOURCE Kelley Blue Book

For further information: Chintan Talati, 949-267-4855, ctalati@kbb.com; Joanna Pinkham, 404-568-7135, jpinkham@kbb.com; Brenna Robinson, 949-267-4781, berobinson@kbb.com; Natalie Kumaratne, 949-267-4770, nkumaratne@kbb.com

<https://mediaroom.kbb.com/2014-03-06-10-Coollest-New-Cars-Under-25-000-of-2014-Named-By-KBB-com>