Kelley Blue Book Names Coolest Affordable Cars for 2023

Editors Detail 10 Coolest New Cars Under \$30,000, 10 Coolest Used Cars Under \$20,000

ATLANTA, Aug. 8, 2023 /PRNewswire/ -- Vehicle prices have risen considerably over the past few years, but shoppers still can find plenty of new and gently used cool cars available for prices that won't break the bank. To help car shoppers find a vehicle they feel excited about while also sticking to a budget, Kelley Blue Book, a Cox Automotive company, recently named the 10 Coolest Cars Under \$30,000 and the 10 Coolest Cars Under \$20,000 for 2023.



"There are many different ways to define the subjective concept of 'cool' when it comes to cars, whether you're looking for style, performance, tech features, ecoconsciousness, versatility, towing, or more," said Brian Moody, executive editor for Kelley Blue Book. "Picking just 10 cool cars can be tough these days because there are easily double that number in the marketplace, if not more. No matter how you define cool, there likely is something to suit both your needs and your tastes on these Coolest Cars lists."

The compilation of cars with a sub\$30,000 price point features new 2023 model-year vehicles, while the sub-\$20,000 list focuses on lightly used and certified preowned (CPO) vehicles. Each vehicle on the following Coolest Cars lists can be purchased for less than \$30,000 or \$20,000 (respectively), according to the manufacturer's suggested retail price (MSRP) and Kelley Blue Book Fair Purchase Price.

Kelley Blue Book's 10 Coolest Cars Under \$30,000 for 2023			
1. 2023 Toyota Prius	6. 2023 Honda Civic Si		
2. 2023 Mazda MX-5	7. 2023 Subaru BRZ/Toyota		
Miata	GR86		
3. 2023 Ford Bronco Sport	8. 2023 Ford Maverick		
4. 2023 Chevrolet Camaro	9. 2023 Toyota Tacoma		
5. 2023 Ford Mustang	10. 2023 Chevrolet Bolt EUV		

For more information about Kelley Blue Book's 10 Coolest Cars Under\$30,000 for 2023, including full editorial commentary about each vehicle, pricing details and more, visit https://www.kbb.com/best-cars/top-10-coolest-cars-under-30000/.

Kelley Blue Book's 10 Coolest Cars Under \$20,000 for 2023		
1.	2016 Mazda MX-5 Miata	6. 2021 Volkswagen Jetta
2.	2022 Kia Soul	7. 2020 Hyundai Veloster
3.	2021 Toyota Corolla Hatchback	8. 2022 Kia Forte
4.	2021 Mazda3	9. 2022 Hyundai Venue
5.	2021 Chevrolet Trailblazer	10. 2021 Subaru Impreza

For more information about Kelley Blue Book's 10 Coolest Cars Under\$20,000 for 2023, including full editorial commentary about each vehicle, pricing details and more, visit https://www.kbb.com/best-cars/10-coolest-new-cars-under-20000/.

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About Kelley Blue Book

Founded in 1926, Kelley Blue Book, *The Trusted Resource*[®], is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry for nearly a century. As the industry standard for generations, Kelley Blue Book provides transparent, objective information and data-driven, innovative tools for consumers, automotive dealers and manufacturers. The company publishes millions of market-reflective values weekly on its top-rated website KBB.com, from its famous Blue Book® Trade-In Values to the Kelley Blue Book® Price Advisor tool, which offers a range for what consumers reasonably can expect to pay for a vehicle in their area. KBB.com editors rate and review hundreds of new vehicles each year to help consumers understand the **Best Cars** and **Best SUVs** to meet their needs. Kelley Blue BookSM Instant Cash Offer provides a redeemable trade-in offer to transactionready consumers and conveniently connects them to local participating dealers. Kelley Blue Book's Service Advisor provides guidance on how much to pay for service and repairs, allowing consumers to schedule service with local dealers on KBB.com. The company also provides vehicle values to finance and insurance companies as well as governmental agencies. Kelley Blue Book is a Cox Automotive brand.

About Cox Automotive

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