

Kelley Blue Book Announces 10 Coolest New Cars Under \$18,000

IRVINE, Calif., May 23, 2017 /PRNewswire/ -- While the average transaction price of a new vehicle currently sits at nearly \$35,000, the expert editors at Kelley Blue Book www.kbb.com prove that you can still find a dynamic and affordable new car that turns heads with their 2017 list of the [10 Coolest Cars Under \\$18,000](#). The [Mazda3](#) enjoys its fourth consecutive year at the No. 1 spot, and remarkably it has appeared on KBB.com's annual affordable cool cars list every year of the vehicle's 14-year existence.

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"Our collection of Coolest Cars Under \$18,000 is one of Kelley Blue Book's longest-running lists, ever popular because of the unique combination of cool and affordable and made even sweeter by the advances the auto industry has made in technology and features now offered on moderately priced cars," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "College students, first-time buyers and other budget-conscious consumers will be pleased to know that they don't have to break the bank to find a vehicle that suits their needs...and turns them on."

Kelley Blue Book's 10 Coolest Cars Under \$18,000 for 2017

Rank	Year	Make	Model	Sample Editorial Comments
1	2017	Mazda	Mazda3	The Mazda3 is widely regarded as the best-looking and most fun-to-drive vehicle in the segment, and we call it one of the coolest cars of all time.
2	2017	Honda	Civic	Roomy, comfortable, fun to drive, efficient, feature-packed and boldly styled, the impossibly well-rounded Civic also delivers all the refinement, reliability and reputation that typically accompany the Honda badge.
3	2017	Jeep	Renegade	Not only is it the outdoorsman of this group, Jeep's subcompact SUV also makes for a practical, parkable little city car.

4	2017	Kia	Soul	A standard fixture on this long-running list, the Kia Soul offers an unmatched mix of bold style, versatile practicality and surprising affordability.
5	2017	Hyundai	Veloster	While the Veloster is defined by its third door and utterly unique styling, the long warranty and low pricing complete the package.
6	2017	Volkswagen	Jetta	The most affordable European sedan on the market combines the uniquely satisfying driving manners and rich interior sensibilities that help define and distinguish its pricier, luxury-badged brethren.
7	2017	Toyota	Corolla iM	Sculpted styling and a versatile hatchback design deliver youthful appeal, while an impressive suite of standard safety equipment provides relaxing peace of mind.
8	2017	Subaru	Impreza	Its standard all-wheel drive always has been appealing, but Subaru's compact car returns to this list on the strength of a total redesign for 2017, including a new look and more refined driving manners.
9	2017	Honda	Fit	In addition to curiously cavernous rear-seat and cargo room, the Fit adds a uniquely flexible rear seat that folds down – or up – to accommodate a wide range of passenger/cargo configurations.
10	2017	Chevrolet	Sonic	Freshly updated for 2017 with new front and rear styling and a variety of feature upgrades, Chevrolet's subcompact car – the most affordable on this list – delivers a compelling combination of fun, comfort and tech.

Two longstanding criteria – that the vehicle is both fun to drive and fun to own – are critical among the deciding factors of what Kelley Blue Book editors freely admit is a very subjective "cool factor," the over-arching No. 1 criterion for a vehicle to place on this list. Each vehicle is available for purchase starting at \$18,000 or less*, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick. Kelley Blue Book® Fair Purchase Price and Fair Market Range are part of KBB.com's Price Advisor tool, showing what consumers can reasonably expect to pay this week in their area for a new vehicle when purchasing from a dealer. Factors such as current market conditions, vehicle availability, local demand, and seasonal buying trends all help determine a vehicle's Fair Market Range and Fair Purchase Price.

To see KBB.com's full coverage of the 10 Coolest Cars Under\$18,000 for 2017, including full editorial comments about each model, pricing details, vehicle photography and more, please visit <https://www.kbb.com/car-reviews-and-news/top-10-coolest-new-cars-under-18000/2100004174/>.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to schedule an interview.

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updates on Google+ at <https://plus.google.com/+kbb>.

**Vehicles appearing on Kelley Blue Book's 2017 10 Coolest Cars Under \$18,000 list were available for less than \$18,000 according to regional Kelley Blue Book Fair Purchase Prices as of May 9, 2017.*

About Kelley Blue Book (www.kbb.com)

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. 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 Values and Fair Purchase Price, which reports what others are paying for new and used 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 Cox Automotive brand.

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