Kelley Blue Book Names Top 10 Coolest New Cars Under $18,000

Are you in the market for a car but think you can't afford anything new? Think you can't get anything cool on a budget? With summer approaching, many are looking for a cool car to get around in and be seen in. The editorial team at Kelley Blue Book (www.kbb.com) recently took a look at all of the latest vehicles on the market and found 10 cool new cars selling at prices below $18,000.

Vehicle	MSRP	New Car Blue Book Value
2004 Dodge Neon R/T	17,990	17,451
2004 Honda Civic	17,750	16,915
2004 Honda Element	17,390	17,042
2004 Mazda 3 s	17,415	16,966
2004 MINI Cooper	16,999	17,509
2004 Mitsubishi Lancer OZ Rally	17,372	17,025
2004 Nissan Sentra SE-R	17,760	17,405
2004 Scion xB	14,965	14,965
2004 Toyota Corolla S	15,830	14,949
2004 Toyota Tacoma PreRunner Xtracab	17,410	16,631

New Car Blue Book values represent transaction values or what others are paying for this vehicle during the week of April 5, 2004. New Car Blue Book values are updated weekly on kbb.com. The Kelley Blue Book editorial team has spent hundreds of hours researching, driving and reviewing the vehicles above. Those looking for a "cool" car might want to check out some of the Top 10 vehicles on the 2004 list.

"What makes these 10 cars cool is their handling, design and ability to be personalized," said Charlie Vogelheim, executive editor at Kelley Blue Book. "All of these vehicles provide style at an affordable price."

Editorial Comments on the Top 10 Coolest New Cars List

"The Mazda 3 is one of the coolest new designs on the road today. Mazda has finally returned to its sports car roots. With this car you get a lot of 'zoom zoom' for very little 'bling bling.'"

"The MINI Cooper is truly the most fun you can have driving for under $18,000. With updated and retro design cues this car is cool whether you are 16 or 66. Best of all, this car holds more of its value than any other car in its class."

"While Scion's xB was intended for young 'tuners,' but this car is being scooped up by young and old alike. With the ability to customize the car at the time of purchase, this vehicle is so hot dealer's can't keep them on the lot. The xB transcends cool."

"The Toyota Tacoma PreRunner is the coolest truck for the money. Despite its long-standing design this truck has maintained its classic good looks. For style, affordability and reliability, you can't go wrong with the Toyota Tacoma PreRunner."

"The Mitsubishi Lancer OZ Rally has great eye appeal for the money. With the same style and looks as its big brother, the Lancer Evolution, the OZ Rally brings a little more 'cool' to the road."

The top 10 coolest new cars were chosen based on the expert opinions of the Kelley Blue Book editorial team. Selection was based on price, design, style and performance as well as extensive research of each vehicle, the driving of manufacturer test units, talking with dealers as well as owners of cars under $18,000 and those considering a car under $18,000.

For more information on these, and other new vehicles log on to www.kbb.com.

About Kelley Blue Book

Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive site according to J.D. Power and Associates five years running and is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the Internet. Rated No. 1 automotive information site by Nielsen//NetRatings, no other medium reaches more in- market car-buyers than kbb.com; one in every four people who purchase vehicles visit Kelley Blue Book.

SOURCE: Kelley Blue Book

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