Kbb.com Names 10 Most Comfortable New Cars Under $30,000; Domestics Dominate

Editors Name Reasonably Priced New Cars with Quiet Ride, Comfy Handling, Just-Right Seats

IRVINE, Calif., July 27 /PRNewswire/ -- According to a recent Kelley Blue Book http://www.kbb.com study among new car shoppers(1), driving comfort was the second most important factor when buying a new car, just behind reliability. With that information in mind, the expert editors from Kelley Blue Book, the leading provider of new car and used car information, today names the 10 Most Comfortable Cars Under $30,000. The feature profiles 10 reasonably priced new vehicles that feature quiet rides, comfy handling and just-right seats, among other new-vehicle creature comforts. The majority of the vehicles on the list (six out of 10) come from American auto manufacturers, while the rest come from Japanese and Korean competitors.

Today's mainstream cars offer more comfort-enhancing touches than yesterday's luxo-barges, boasting such standard features as multi-zone automatic climate control, heated/cooled seats and power window shades. Not too long ago, a list of the 10 Most Comfortable Cars Under $30,000 might have been populated exclusively by large, unwieldy, couch-like cars. Today, suspension and platform advancements have mitigated the compromise between ride and handling, as exemplified by the cars on the latest kbb.com list. Kelley Blue Book's kbb.com 10 Most Comfortable Cars Under $30,000 showcases a group of new cars that the editors consider the best examples of comfort and reasonable prices co-existing, presented alphabetically.

"For so many road warriors pounding the American pavement each day, whether they are traveling salespeople or folks with a long daily commute, comfort reigns king in the search for a new car," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "While some of the cars on our list may not necessarily stand out in terms of stylish sheet metal, all will prove their worth for the shopper who places comfort at the top of their consideration list, and at a reasonable price to boot."

Select Choices from kbb.com's 2010 10 Most Comfortable Cars Under $30,000 (listed alphabetically)

2010 Buick LaCrosse

2010 Chevrolet Impala

2010 Chrysler 300

2010 Ford Taurus

2010 Hyundai Azera

For the remaining 2010 10 Most Comfortable Cars Under $30,000 choices, including full editorial commentary and reasoning behind each of the editors' vehicle picks, visit the 10 Most Comfortable Cars Under $30,000 story in kbb.com's Latest News section at http://kbb.us/2010ComfyCars.

(1) Q2 2010 Brand Watch™ Study from Kelley Blue Book Market Intelligence.

About Kelley Blue Book (http://www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new- and used-vehicle information they need to accomplish their goals with confidence. The company's top-rated website,

www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

SOURCE Kelley Blue Book

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