Kelley Blue Book's Kbb.com Names Top 10 Turn-On Cars for Valentine's Day

In Honor of Valentine's Day 2011, Kbb.com Editors List 10 New Cars that Cause Excitement, Stimulate Interest

IRVINE, Calif., Feb. 9, 2011 /PRNewswire/ -- The expert editors from Kelley Blue Book, www.kbb.com, the leading provider of new car and used car information, today name the Top 10 Turn-On Cars for Valentine's Day.

Valentine's Day may come but once a year, but the editors of Kelley Blue Book's kbb.com seem to fall in love many times all year long at auto shows and new-vehicle press launch events across the country and around the world, where automakers reveal their newest models. While the term 'turn-on' may prompt a second-thought or two and maybe even a slight blush, upon consulting dictionary.com, the kbb.com editors discovered that the official definition of the hyphenated phrase is "something causing excitement or stimulating interest." Since the kbb.com editors are lucky enough to drive exciting and stimulating cars almost every week, they felt comfortable picking out 10 new cars that are sure to make your pulse race and your heart skip a beat in honor of Valentine's Day 2011.

"As automotive journalists, we're constantly having new-car crushes and being turned-on by the latest and greatest vehicles introduced by the automakers all year long," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "Our list of the kbb.com Top 10 Turn-On Cars for Valentine's Day is sure to be invigorating for both the average car shopper and auto enthusiasts alike, with enough excitement to even make Cupid blush."

Select Choices from kbb.com's Top 10 Turn-On Cars for Valentine's Day 2011

2011 Audi R8

When it comes to generating pure passion, few cars top the 2011 Audi R8. With a futuristic shape that is as artistic as it is sporting, the R8's body is specifically sculpted to make the heart beat faster. Yet, it's only when you slide inside, start the engine and set Audi's supercar in motion that you realize what this wonder-car is really capable of. In motion, words like fast, visceral and thrilling somehow commingle with words like comfortable, refined and approachable. Simply amazing. While it doesn't always hold true with people, if you spend a little time with the R8, passion will undoubtedly lead to love.

2011 Chevrolet Camaro Convertible

There is something transcendent about the wind-in-your-hair motoring that only a convertible (or the back of a pickup truck) can provide. We don't recommend riding in the back of a pickup truck, but we do recommend slipping behind the thick, sensuous wheel of the all-new 2011 Chevrolet Camaro Convertible. When you lower the soft-top and step on the gas of this lusciously shaped piece of machinery, the exhilaration is palpable. With the top folded, the heater cutting through the evening's chill and your favorite tunes blasting from the Camaro's sound system, you will achieve the automotive equivalent of a perfect experience.

2011 Mazda MX-5

The 2011 Mazda MX-5 is like an excellent boyfriend/girlfriend. It is always up for a good time. That plus the benefits of excellent handling and a quick-drop convertible top ensure beautifully starry or sunny skies never go to waste. And like

a good boyfriend/girlfriend, the MX-5 is easy on your wallet, both in terms of purchase price and repair costs, especially when compared to the British roadsters from which it draws inspiration. Given its many charms, we think even commitment-phobes will welcome a long-term relationship with the Mazda MX-5.

2011 Subaru Outback

Imagine a romantic night away from the city, with only a blanket of stars, and you and your main squeeze escaping civilization. For this, the 2011 Subaru Outback is the perfect getaway car. It's capable of carrying as much or as little gear as you might need, and its symmetrical all-wheel-drive system can take you through the canyons to the most isolated places. Once you're there, the 60/40-folding rear seats offer you a little more privacy than nature can provide.

2011 Tesla Roadster

As the sole "green" car on our list, the 2011 Tesla Roadster earns its place not only for its environmental cleanliness, but also for its sheer sexiness. With its elevated price tag accompanied by no need for gasoline or routine oil changes, the Roadster is like a low-maintenance supermodel. The price of entry is high, but the joys derived endless. Those who can afford the ride will enjoy the heart-pounding 0-60 time of 3.7 seconds, and this pure driving enjoyment can be had for 245 miles on a single charge. With fueling costs of pennies per mile, the Tesla Roadster is, in Robert Palmer's words, so fine you'll wonder where the money went.

For the remaining five vehicles, including full editorial commentary for each of the editors' picks, visit http://www.kbb.com/car-news/all-the-latest/top-10-turn_on-cars-for-valentines-day.

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