Kelley Blue Book Finds Top 10 Holiday New-Car Deals

Kbb.com Quick Poll Finds 17 Percent of Site Visitors Plan to Buy a New Car as Gift

IRVINE, Calif., Dec. 14, 2011 /PRNewswire/ -- Kelley Blue Book, the leading provider of new car and used car information, has identified 10 of the most heavily discounted 2011 and 2012 new cars available just in time to give the best gift of all; a new car. (http://www.kbb.com/car-reviews-and-news/top-10/top-10-holiday-car-deals-for-2011/) Those looking to give the ultimate gift this year will find some new cars and trucks $6,000 below MSRP (Manufacturer's Suggested Retail Price) or lease deals that would please even the finickiest of folks on your gift-giving list. Although the U.S. economy has remained in a lull, a December kbb.com consumer poll found that 17 percent of site visitors have already bought or are planning to buy a new car as a gift this holiday season. (http://mediaroom.kbb.com/driver-input)

(Logo: http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO)

With new-car inventories at record lows, Kelley Blue Book analysts scoured their data to find a few great deals to make anyone's holiday merry and bright.

"Playing Santa this year is easy if you want to gift a full-size truck," says Alec Gutierrez, senior market analyst, pricing and automotive insights, Kelley Blue Book. "With gas prices remaining relatively low, manufacturers have a lot of excess inventory in the truck segment and are offering great deals between now and the end of the year."

Seven percent or respondents have already purchased a new car and 10 percent are still shopping for the perfect car. An additional 10 percent say that they are still considering giving someone they love a new set of keys for the holidays. And what four-wheeled holiday gift would be complete without a king-size bow to adorn the roof. In an additional poll of kbb.com site visitors, 55 percent of shoppers said that if they were to give a vehicle as a gift, they would absolutely put a king-size bow on top.

Wrapping up a new car in one of those giant red bows can be a reality this year after checking out Kelley Blue Book's top holiday new-car deals. And if you really do want that giant red bow, check out www.kingsizebows.com, where they actually will sell you an individual bow for that one of a kind holiday gift.

Kelley Blue Book's 10 New-Car Holiday Deals

#10: 2011 Chevrolet Corvette Coupe

Once hailed as America's only true two-seat sports car, the 2011 Chevrolet Corvette continues to offer driving enthusiasts the most bang for the buck, running neck-and-neck (and in some cases surpassing) exotic cars costing up to four times as much – or even more. Nowhere else but in America can you find a two-seat sports car costing roughly $50,000 and delivering 430 horsepower while returning an EPA highway fuel economy figure of 26 miles per gallon.

2011 Chevrolet Corvette Coupe
MSRP: $49,900

Fair Purchase Price: $46,407
Rebate: $3,000
Bottom Line: $43,407
Available APR: 0.0%

#9: 2011 Ford Flex

If all you need is room for the family, a minivan or mid-size SUV could certainly do the trick, but neither have the cutting-edge cool the square-as-a-shoebox Flex seems to ooze. With room for lots of their friends, an optional built-in refrigerator and the technology-friendly SYNC audio system, the Flex can easily transform itself from family transport to Friday-night cruiser with just a turn of the ignition.

In addition to the deal below, Ford is also offering a $3,528 down, $219/month lease deal for 27 months and 10,500 miles/year.

2011 Ford Flex SE
MSRP: $29,850
Fair Purchase Price: $28,943
Rebate: $4,000
Bottom Line: $24,943
Available APR: 1.9%

#8: 2012 Jeep Liberty Sport

If you enjoy the Jeep brand but regard a Grand Cherokee as too much of a financial stretch, and the down-market Patriot and Compass seem more trial than trail, the Liberty might be your cup of green tea.

2012 Jeep Liberty Sport
MSRP: $25,770
Fair Purchase Price: $25,319
Rebate: $3,000
Bottom Line: $22,319
Available APR: 0.0%

#7: 2012 Ram 1500 Quad Cab ST

If you need a pickup truck that is as tough as the rugged image it portrays, but you'd also like something with a civilized ride and a nice interior to double as the family road-trip machine, the 2012 Ram 1500 might be your truck of choice.

In addition to the deal below, Ram is also offering a $3,299 down, $259/month lease deal for 27 months and 12,000 miles/year.

2012 Ram 1500 Quad Cab ST
MSRP: $26,645
Fair Purchase Price: $26,379
Rebate: $4,000
Bottom Line: $22,379
Available APR: 0.0%

#6: 2011 Chevrolet Silverado 1500 Crew Cab LS

The Ford F-150 may hold the title of best selling individual pickup in the country, but when you combine the sales of the Chevrolet Silverado with the nearly-identical GMC Sierra, it's a different story. The General Motors pickups outsell the Ford handily and also outsell all the import label pickup trucks combined.

2011 Chevrolet Silverado 1500 Crew Cab LS
MSRP: $31,355
Fair Purchase Price: $29,941

"In addition to trucks, consumers can save a bundle by considering models that are due for a redesign," said Gutierrez. "Although you may not be driving the latest and greatest, you can rest easy knowing you got a steal of a deal this

holiday."

For the entire list of holiday new-car deals from Kelley Blue Book's kbb.com, visit http://www.kbb.com/car-reviews-and-news/top-10/top-10-holiday-car-deals-for-2011/.

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