Kbb.com Reports Most Fuel-Efficient Vehicles Available With Five-Year Total Cost of Ownership Less Than \$30,000

Analysts Recommend Car Shoppers Consider Long-Term Expenses in Choosing Next New Car

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In today's economy, most families are looking to save money wherever possible. Going out to eat less often, cutting back on premium cable channels and nixing expensive coffee shop habits are a few ways consumers can reduce their weekly expenses in the short term. However, with gas prices on the rise, many consumers are looking beyond short-term savings by considering more fuel-efficient vehicles to help offset the rising price of fuel. For those shoppers who are ready to purchase a vehicle soon, Kelley Blue Book provides a list of fuel-sipping new vehicles that are most affordable in the long term, according to the company's Total Cost of Ownership data.

"When it comes to purchasing an automobile, consumers need to think long term to determine all of the costs associated with owning a vehicle," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "It is simple enough to estimate monthly payments or even the cost of fuel on a short-term basis; however, the cost of insurance, maintenance and repairs are far more difficult to obtain on a case-by-case basis. Kelley Blue Book provides this helpful information for free on kbb.com with its Total Cost of Ownership data for new cars."

Kelley Blue Book analysts focused on highlighting the vehicles that provide excellent fuel economy with a five-year operating cost of \$30,000 or less. Shoppers looking for a small car can choose from a variety of new or redesigned subcompacts such as the Hyundai Accent, Ford Fiesta or Chevrolet Sonic. For consumers who need a little more space, the Hyundai Elantra, Honda Civic or Volkswagen Jetta would make an excellent choice.

| | | | Fuel Economy | | | Pricing | | Incentives | | |
|------------|---------|--------------------|--------------|------|-----|----------|----------|------------|------|----------|
| Make | Model | Trim | City | Comb | Hwy | MSRP | FPP | Rebate | APR | TCO |
| Nissan | Versa | Sedan 4D | 30 | 33 | 38 | \$11,770 | \$11,093 | | | \$25,818 |
| Hyundai | Accent | GLS Sedan 4D | 30 | 33 | 40 | \$13,320 | \$12,657 | | 3.9% | \$27,743 |
| Kia | Soul | Sport Wagon 4D | 29 | 32 | 36 | \$14,650 | \$14,111 | | 1.9% | \$28,131 |
| Toyota | Yaris | Hatchback 2D | 30 | 33 | 38 | \$14,875 | \$14,009 | | | \$28,167 |
| Mazda | MAZDA2 | Sport Hatchback 4D | 29 | 32 | 35 | \$15,325 | \$15,153 | | 0.9% | \$28,457 |
| Ford | Fiesta | Sedan 4D | 29 | 33 | 40 | \$13,995 | \$13,488 | \$500 | 3.9% | \$28,639 |
| Honda | Fit | Hatchback 4D | 28 | 31 | 35 | \$15,945 | \$15,441 | | | \$29,370 |
| Hyundai | Elantra | GLS Sedan 4D | 29 | 33 | 40 | \$16,120 | \$15,519 | | 3.9% | \$29,498 |
| Kia | Rio | Hatchback 4D | 30 | 33 | 40 | \$14,150 | \$13,513 | | 1.9% | \$29,862 |
| Scion | xD | Hatchback 4D | 27 | 29 | 33 | \$16,075 | \$15,689 | | | \$29,913 |
| Honda | Civic | DX Coupe 2D | 28 | 32 | 39 | \$16,375 | \$15,386 | | 1.9% | \$29,928 |
| Honda | Insight | Hatchback 4D | 41 | 42 | 44 | \$19,120 | \$18,382 | | | \$30,647 |
| Mazda | MAŽDA3 | SV Sedan 4D | 27 | 31 | 39 | \$15,995 | \$14,789 | | 0.9% | \$30,784 |
| Toyota | Corolla | Sedan 4D | 27 | 30 | 34 | \$16,890 | \$15,877 | | | \$30,807 |
| Volkswagen | Jetta | Sedan 4D | 24 | 27 | 32 | \$16,135 | \$15,167 | | 0.9% | \$30,868 |
| Chevrolet | Sonic* | LS Sedan 4D | 29 | 33 | 40 | \$14,660 | \$14,261 | | 2.9% | - |

All incentives listed are subject to change and may or may not be combined, check with your local dealer or manufacturer's website to verify local offers. Kelley Blue Book's Fair Purchase Price (FPP) relies on actual transactions from around the country. Kelley Blue Book's Total Cost of Ownership (TCO) considers FPP, Fuel, and other factors to reflect a 5-year estimated cost of ownership.

"We featured only the most affordable trims available for each vehicle on our list, so some creature comforts and amenities may not be available at these bargain basement prices," said Gutierrez. "Consumers can always opt to spend a little more to jump up a trim or two to get all of the features they want, but those determined to spend as little as possible on a new vehicle need look no further than this list."

For more information and news from Kelley Blue Book's kbb.com, visitwww.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook atwww.facebook.com/kbb.

At the time of publication KBB did not have sufficient data to publish a TCO for the Chevrolet Sonic

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new 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 as well as governmental agencies. Kbb.com provides consumer pricing and information on <a href="mailto:minima:mini

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