

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

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In the market for a new car but you're a little low on cash? Want a "cool" car but think you can't afford one? With summer approaching, many are looking for a cool car to get around town 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 chose 10 of the coolest new cars under \$18,000.

Vehicle Type	Kelley Blue Book Base Model MSRP
2003 Ford Focus ZX3	\$13,280
2004 Scion xB*	\$13,680
2003 Suzuki Aerio	\$14,019
2003 Toyota Corolla S	\$15,000
2003 Pontiac Vibe/Toyota Matrix	\$15,155/\$16,995
2003 Honda Civic	\$15,670
2003 Hyundai Tiburon	\$16,774
2003 MINI Cooper	\$16,975
2003 Volkswagen Jetta	\$17,675
2003 Toyota Celica GT	\$17,790

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 2003 list at kbb.com .

* (The 2004 Scion xB will be available summer 2003)

Many new vehicles are more affordable now than they have been in decades according to Charlie Vogelheim, executive editor, Kelley Blue Book. "It's a very competitive market right now. A combination of big incentives and low financing have kept several new model vehicle prices low."

Editorial Comments on the Top 10 Coolest New Cars List

"The vehicles on the list will appeal mostly to younger audiences since they all allow for extreme personalization and customization as well as their affordability. Buyers can add their own personal style to these vehicles and really make the car their own."

"The sleeper hit of 2003 and an all-round favorite of the Kelley Blue Book editorial team is the Hyundai Tiburon. Its sports-car styling, comfort and performance made this car just plain fun to drive, and from 22 years old to 50 years old, we all looked cool driving it."

"The Scion xB, coming out this later year is unique in its extreme styling. Developed for Gen Y, this car was made to be customized and has a lot of potential."

"The Honda Civic has always been a popular car. It's cool to own and cool to drive."

"The Ford Focus ZX3 surprised the editors of Kelley Blue Book. There is truly a 'cool quotient' for this car with some impressive handling."

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 cars 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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