Mazda USA Newsroom

MAZDA3 NAMED #1 ON KELLEY BLUE BOOK'S 2017 10 COOLEST CARS UNDER $18,000 FOR THE FOURTH YEAR IN A ROW

The compact Mazda3 does it again and again and again… and again. For the fourth time in a row, Mazda3 has taken the No. 1 spot on Kelley Blue Book's 10 Coolest Cars Under $18,000. Remarkably, Mazda3 has appeared on KBB.com's annual affordable cool cars list every year since the car's inception 14 years ago.

"The Mazda3 is widely regarded as the best-looking and most fun-to-drive vehicle in the segment, and we call it one of the coolest cars of all time," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com.

Two longstanding criteria—fun-to-drive and fun-to-own—are critical among the deciding factors of what the KBB.com editors freely admit is a very subjective "cool factor," the overarching No. 1 criterion for a vehicle to place on this list. Kelley Blue Book's list of Coolest Cars Under $18,000 proves that you can find a head-turning vehicle that also suits your needs without breaking the bank.

The 2017 Mazda3 carries a base MSRP[1] of $17,845 and comes standard with Mazda's industry-exclusive G-Vectoring Control (GVC), leading to smoother, more accurate steering inputs resulting in greater confidence and control for the driver. The latest model features an interior above its class and a striking design, delivering a more premium appearance. Advanced safety features such as i-ACTIVSENSE, Advanced Blind Spot Monitoring and Smart City Brake Support helped the Mazda3 earn a Top Safety Pick+ honors from the Insurance Institute for Highway Safety. The Mazda3 is offered in sedan and five-door with available six-speed manual in addition to the automatic transmission, providing a sought-after option for purists.

For more information about Kelley Blue Book and the 10 Coolest Cars Under $18,000, please visit https://www.kbb.com/car-reviews-and-news/top-10/coolest-new-cars-under-18000/2100004174/.

For more information on Mazda vehicles, please visit InsideMazda.MazdaUSA.com/newsroom.

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[1] MSRP does not include $875 for destination and handling ($920 in Alaska) or tax, title or additional fees. Dealers set actual sale prices.

Additional assets available online:
PHOTOS (1)

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