**Dodge Dart and FIAT 500:**

**Two of KBB’s 10 Coolest New Cars Under $18,000**

**Highlights:**

* Dodge Dart and FIAT 500 in KBB “Coolest New Car” top ten with the Dart topping the list
* The FIAT 500 is ranked third, having topped the “Coolest New Car” list car in 2011
* Vehicles are judged on two criteria: Fun-to-drive and fun-to-own!
* *Kelley Blue Book* amongstmost influential information source for American car buyers

**Press Release:**

The editors of the influential U.S. car buyers’ guide, *Kelley Blue Book’s* (www.kbb.com), have named the new Dodge Dart and Fiat 500 as two of its “10 Coolest New Cars Under $18,000 ”, making Chrysler Group the only manufacturer to have two vehicles in the list. The all-new Dodge Dart topped the list outright with the FIAT 500 in third spot. The FIAT 500 topped KBB’s list of cool cars in 2011.

The cool car list is judged on two main criteria: How much fun a car is to drive and also how much fun it is to own. The editors freely admit that the criteria are very subjective but as experts in the field of both vehicle reviews and ownership, nobody is better qualified to gauge a car’s “cool factor” than the editors at *Kelley Blue Book’s* kbb.com.

“The Dodge Dart’s enticing combination of style, performance, features and value have earned it the top spot in our 2012 coolest cars list,” said Jack R. Nerad, executive editorial director and executive market analyst for *Kelley Blue Book’s* kbb.com. Based on the Alfa Giulietta platform and mechanicals, the Dodge Dart sets new dynamic, technological and personalisation standards.

For more information, visit the site directly:

<http://www.kbb.com/car-reviews-and-news/top-10/10-coolest-cars-under-18000-2012/>.
 **Note to Editors:**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 Suggested 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. Kelley Blue Book’s kbb.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.