

# 10 Tech-Savviest Cars Under \$20,000 Of 2014 Named By KBB.com

## Mazda3 Ranked No. 1 Among Affordable Compact Cars with High-Dollar Tech Amenities

IRVINE, Calif., Aug. 14, 2014 /PRNewswire/ -- Today's mainstream [compact cars](#) offer high-dollar tech at an affordable price point. To aid shoppers in choosing an affordable vehicle that is loaded with tech features, the editors at Kelley Blue Book [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have named this year's [10 Tech-Savviest Cars Under \\$20,000](#).



Kelley Blue Book  
**KBB.COM**  
The Trusted Resource

"Many inexpensive new cars now feature technology that was unavailable at any price just a few years ago," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "Today budget-conscious car buyers can purchase an affordable sedan with amenities like a rearview camera, Pandora radio integration and full infotainment systems, items previously only available in top-of-the-line models."

### KBB.com's 10 Tech-Savviest Cars Under \$20,000 of 2014

Rank	Vehicle	Kelley Blue Book® Fair Purchase Price
1	2014 Mazda3	\$16,897
2	2015 Honda Fit	\$16,027
3	2014 Honda Civic	\$17,298
4	2014 Dodge Dart	\$16,231
5	2014 Nissan Versa Note	\$13,993
6	2014 Toyota Corolla	\$16,215
7	2014 Kia Forte	\$15,760
8	2014 Ford Fiesta	\$14,291
9	2014 Hyundai Elantra	\$16,951
10	2014 Chevrolet Spark	\$12,476

*\*The Kelley Blue Book® Fair Purchase Price (FPP) is updated weekly to show shoppers what others have been paying for this car recently. FPP data in chart is for base model and was sourced from KBB.com on August 8, 2014. Tax, title and license extra.*

Redesigned for 2014, the [Mazda3](#) is ranked No. 1 for being a fun, stylish tech champion. The Mazda3 is the only model in the compact car segment to offer a head-up display. In addition, the model's full-feature, intuitive infotainment suite is the only system in a car under \$30,000 to offer a controller in the center console,

something usually seen in luxury models from automakers like Audi and BMW.

The hand-selected list includes 10 models with a Kelley Blue Book® Fair Purchase Price starting under \$20,000. Updated weekly and based on current market conditions like vehicle availability, local demand and seasonal buying trends, the Kelley Blue Book Fair Purchase Price shows shoppers what others have been paying for a new car recently and is included in KBB.com's Price Advisor tool, which provides range-based market pricing.

To see KBB.com's full coverage of the 10 Tech-Savviest Cars Under\$20,000 of 2014, including vehicle photography, pricing details and editorial reviews, please visit <http://www.kbb.com/car-reviews-and-news/top-10/tech-savvy-cars-under-20000-2014/2000010966/>.

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To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

**About Kelley Blue Book** ([www.kbb.com](http://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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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