



Steals on Wheels: October 17 to 23, 2012 — Small, Fuel-Efficient Cars

Recognizing that fuel prices have been steadily climbing the last few weeks, this edition is sharing information on five small fuel-efficient models.

If you're looking for a great deal on a fuel efficient car this weekend these models may suit your needs, with fuel economy as high as 40 mpg highway and potential savings ranging from 9.8% to 14.2%. Market average pricing on these small cars demonstrates a potential savings off Manufacturer's Suggested Retail Pricing (MSRP) equaling as much as \$2,710 off this week's selection of already very affordable vehicles.

We're all keeping our eyes on the rising fuel costs, so our chart also includes fuel economy figures to help you compare not just savings at the dealership but savings at the pump, as well. You'll find that the vehicles in this week's selections offer extremely fuel efficient mile-per-gallon ranges from 32 mpg to 40 mpg highway.

Please keep in mind that "Market Average" is based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change, but does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees, or any other charges or fees allowed by law. This is a national average, so you might find better pricing based on sales in your local area at [Buyer's Edge Inc.](#) Be sure to visit [Buyer's Edge Inc.](#) to view local pricing on any car and to be connected with a local Program Certified Dealer who will provide you additional pricing information for the vehicle you are researching.

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Year Make Model Trim	Segment	MSRP	Market Average*	\$ Savings	% Savings**	City / Hwy / Comb MPG
2012 Ford Focus 5dr Hatchback SE	Small Car	\$19,095	\$16,385	\$2,710	14.2%	28 / 40 / 33.5
2012 FIAT 500 2dr Hatchback Lounge	Subcompact Car	\$19,200	\$16,622	\$2,578	13.4%	30 / 38 / 33.9
2012 Kia Forte Koup 2dr Coupe Man EX	Small Car	\$17,950	\$15,916	\$2,034	11.3%	24 / 33 / 28.2
2012 Mitsubishi Lancer Sportback ES 5dr Hatchback FWD	Small Car	\$19,190	\$17,022	\$2,168	11.3%	24 / 32 / 27.8
2012 Nissan Sentra 4dr Sedan I4 CVT 2.0 S	Small Car	\$19,140	\$17,266	\$1,874	9.8%	27 / 34 / 30.4
*Market Average is estimated based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change, but does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees, or any other charges or fees allowed by law. **Percent Savings is rounded to the nearest tenth.						

1) The best potential deal on this week's list of great discounts is the 2012 Ford Focus. The comfortable and stylish Focus starts with a Manufacturer's Suggested Retail Price (MSRP) of \$19,095 but carries a national market average of \$16,385. That's a potential savings of 14.2%, or \$2,710, off the suggested MSRP of Ford's already affordable hatchback. Add in its excellent 28 mpg city, 40 mpg highway, 33.5 mpg combined fuel economy, and you can see how the Focus makes the top of this week's list!

2) In second place this week, the popular Fiat 500 offers a potential discount of up to 13.4 percent. That translates into a possible savings of as much as \$2,578, bringing the MSRP of Fiat's iconic little car from \$19,200 down to a market average price of \$16,622. And even though it super sporty performance, the teensy Fiat also boasts fuel economy of 30 mpg city, 38 mpg highway, and 33.9 mpg combined.

3) The Kia Forte Koup sits in the middle of the pack this week: Even though Kia's little two-door starts at an affordable \$17,950, its potential savings of 11.3 percent translates to a possible \$2,034 discount — shrinking the national market average price of Kia's little coupe down to a paltry \$15,916. Fuel economy of 24 mpg city, 33 mpg highway, and 28.2 mpg combined mean its fuel costs will be paltry as well.

4) In fourth place is the 2012 Mitsubishi Lancer Sportback, sporting a national market average price of \$17,022 thanks to a potential discount of 11.3 percent. That's as much as \$2,168 off the \$19,190 MSRP of Mitsubishi's five-door sedan.

Mitsubishi's sporty Sportback also boasts fuel economy of 24 mpg city, 32 mpg highway, and 27.8 mpg combined.

5) Even though it's in last place in this week's list, the popular Nissan Sentra still boasts up to a 9.8 percent discount; subtract its potential \$1,874 savings from its \$19,140 MSRP, and you can get Nissan's little sedan for the very small national average of \$17,266. Factor in fuel economy of 27 mpg city, 34 mpg highway, and 30.4 mpg combined, and the Sentra proves to be quite an affordable car to drive.

Last week's edition of "Steals on Wheels" demonstrated some of the best incentives available on a variety of vehicles during the month of October, so if you had your eye on one of those well-priced vehicles, keep on shopping, as many of those deals may still be available in the upcoming week at a Program Certified Dealership near you.

Ready To Go Shopping for a New Car?

Our weekly "Steals on Wheels" feature demonstrates potential savings on vehicles offering excellent vehicle incentives based on the possible discount from the Manufacturers Suggested Retail Price (MSRP). Keep in mind, each week's "Steals on Wheels" choices may include potential savings from such special offers as manufacturer's rebates, cash incentives, or special leasing offers, which helps place them among the greatest opportunities for savings for new car shoppers over the upcoming weekend.

As always, here are some really important things to remember, such as:

- Deals are limited to inventory on hand. Your Program Certified Dealer must confirm that actual inventory, including your preferred options and colors, is in stock.
- Each week, "Steals on Wheels" highlights the top discounts off the MSRP down to a particular trim level, since potential discounts can vary greatly between the trim levels. So for this week, the SE hatchback was the most highly discounted trim of the entire Ford Focus lineup in relation to its MSRP, and was a high enough discount to hit the top of our list.
- It doesn't matter where you live: our weekly "Steals on Wheels" deals are available nationwide and demonstrate potential savings on new cars based on the possible discount from the Manufacturers Suggested Retail Price (MSRP). These steals may feature manufacturer's rebates or cash incentives, depending on what our data shows to be the greatest opportunities for savings for new car shoppers in the upcoming week. Keep in mind that incentives and leasing programs are subject to change by region and should be confirmed with your dealer, as they can affect your final price.