The Scion Story

Scion has always been an alternative to the large mainstream car brands.

We know that we are not the biggest car brand and we don't want to be. What we do want is to provide a unique and better alternative that is right for today's new car buyers.

In the beginning, we recognized that most small cars had no style or substance, they were just plain boring. Scion set out to break the rules and stand apart from other car companies. We knew that drivers wanted more than just an affordable car, they wanted something to express their individuality and fit their lifestyle. So, we decided to build great quality cars with unique body styles and let our owners personalize their own with a variety of different accessories. We also aimed to simplify the buying process so you have fun shopping for a Scion – doing away with haggling so that you would have a hassle-free sales and ownership experience. Our parent company, Toyota, believed in Scion and we became a small group of enthusiasts working out of a warehouse on the Toyota campus. Today we are a team of about 20 individuals with a drive for delivering what people want, and dedication to the fun-loving and creative side of all of us. We are a car company that appreciates lifestyle by actively supporting and collaborating with emerging talent in the arts, music, design and auto enthusiasts realms. That's how we built a loyal following of passionate owners who have helped us grow into the company we are today.

BUILT BY PASSION,
NOT BY COMMITTEE.