Scion Fact Sheet

February 03, 2016

Scion was established in 2003 as a test laboratory division for Toyota Motor Sales (TMS), U.S.A., Inc. It was designed to offer products and processes that stood apart from the crowd. Scion offered distinctive vehicles that reflected owners' passions. Scion also appealed to a younger audience by offering a simple, no-haggle buying experience and by engaging with potential customers in meaningful and creative ways.

Model Line-Up: From the start, Scion sought to develop stylish and youthful vehicles that didn't sacrifice on fun or safety. With an unparalleled combination of low pricing and driving dynamics, these models capture the "spirit of Scion."

- iM* five-door hatchback: Launched in September 2015, the all-new iM incorporates form and function in a compact hatchback.
- iA* sports sedan: Introduced in 2015, the all-new iA is Scion's first sedan and combines sporty handling with four doors, a trunk and an affordable price tag.
- FR-S* rear-wheel drive sports car: The FR-S stole the show when it was launched in 2013 and continues to be a popular choice for a true sports car at a competitive price.
- tC sports coupe: Since its debut in 2004, the tC has become Scion's biggest seller to young customers. The tC sports coupe will have a final release series edition and end production in August 2016
- C-HR Concept: Debuted at the L.A. Auto Show in November 2015. When the production model arrives, it will be part of the Toyota line-up.
- xA subcompact: The first of Scion's entries into the small-car market was available from 2003 – 2008.
- xB: The iconic "box" put Scion on the map in 2003. A second-generation xB was introduced in 2008. The xB ended production in December 2015.
- xD urban subcompact hatch: Replaced the xA in August 2008 and was discontinued in 2014.
- iQ premium micro-subcompact: Scion's smallest car came to market in October 2011 and exited the line-up in 2015.

*Beginning in August 2016, MY 2017 vehicles will be badged as Toyotas

Scion Dealers: 1004

Scion Team Members: 22

Total Scion Vehicles Sold: More than 1 million units from 2003-2015

History
2003 – Sales: 10,898

June — Scion starts selling 2003 xA and xB in California.

Introduces mono-spec vehicles with extensive customization. Pure price means dealers advertise one price and there's no haggle and no hassle.

September – Scion expands to East Coast and subsequently rolls out throughout the nation.

2004 – Sales: 99,259

March – the first of Scion's extensive Release Series models, the xB RS 1.0, is revealed. Scion uses Release Series as a unique lifestyle refresh tool throughout its history

July – Scion introduces 2005 tC which has the look of a sport coupe with the functionality of a hatchback.

2005 – Sales: 156,485

2006 – Sales: 173,034

2007 – Sales: 130,181

April — Second-generation 2008 xB goes on sale

August –2008 xD urban five-door subcompact replaces xA.

2008 – Sales: 113,904

2009 – Sales: 57,961

2010 – Sales: 45,678

August – Second-generation 2011 tC introduced

2011 – Sales: 49,271

April — FR-S concept shown at New York International Auto Show
October – 2012 Scion iQ premium micro sub-compact car goes on sale

2012 – Sales: 73,507

April – 2013 FR-S sports car speeds into the Scion line-up

September — Scion launches "What Moves You" ad campaign

2013 – Sales: 68,321

2014 – Sales: 58,009

November – iM Concept car debuts at L.A. Auto Show

2015 – Sales: 56,167

September – Scion iM 5-door hatchback and iA subcompact sedan added to line-up

October – Scion introduces new “Weird, Right?” ad campaign for iM and iA,

November – C-HR Concept, the compact high-ride with distinctive styling, was introduced at the L.A. Auto Show

Scion Sales History
2003 – 2015

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
FR-S									0	11,417	18,327	14,062	10,507	5
iQ								0	248	8,879	4,046	2,040	482	1
tC		28,062	74,415	79,125	63,852	40,980	17,998	15,204	22,433	22,666	19,094	17,947	16,459	41
xB	6,936	47,013	54,037	61,306	45,834	45,220	25,461	20,364	17,017	19,789	17,849	16,583	15,223	39
xD					10,948	27,665	14,499	10,110	9,573	10,756	9,005	7,377	794	10
xA	3,962	24,184	28,033	32,603	9,547	39	3							9
iA													7,605	
iM													5,097	
Total	10,898	99,259	156,485	173,034	130,181	113,904	57,961	45,678	49,271	73,507	68,321	58,009	56,167	1,09