

7 Reasons Scion Is Celebrating This Fall

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TORRANCE, Calif., (Oct. 15, 2015) — Sure, Scion was under the radar for awhile, but with the iM and iA now on sale, things are definitely looking up. Here are seven reasons we're feeling good right now:

1. **Scion was the fastest-growing car brand in September.** With its best September in three years and a 57 percent year-over-year increase, Scion had the largest increase of any car brand. And watch out for Q4 sales...they're tracking to be the best in eight years.
2. **iM and iA Customers.** Scion's role is to bring in new, younger customers to Toyota. Early buyer surveys indicate that more than half of iA and iM buyers are younger than 35 years old and new to Toyota.
3. **That third car.** We know...we didn't say, or show, very much. But we'll debut a new concept at the L.A. Auto Show that will be the new icon for Scion.
4. **Weird is the new cool.** With our new ad campaign featuring James Franco, Urkel and that crazy, waving, dealership tube man, people are seeing a different side of Scion. Weird, Right?
5. **Safety and value are cool, too.** The iA recently received the [IIHS Top Safety Pick+](#) and has standard low-speed pre-collision. All starting at \$16,495.
6. **Our Formula Drift Team smoked the competition.** In Saturday's finale, Scion drivers Fredric Aasbo and Ken Gushi finished one-two. Aasbo won the World and National Formula Drift Championships and Scion clinched the Manufacturer's Cup for the second year in a row.
7. **The New Guy.** Scion's [new vice president, Andrew Gilleland](#), brings experience and enthusiasm to his role. With great products and a commitment from dealers, look for Scion to stay on the radar.