

# Scion iA Collects a Consumer Guide Best Buy Award

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TORRANCE, Calif., (November 12, 2015) – Scion’s iA sedan has a big trunk...and it’s going to need it to hold its recent awards. The latest accolade for Scion’s first-ever sedan is the Consumer Guide® Automotive Best Buy Award for the subcompact class.

The award represents the best balance of features and value in its class. The editors’ decision centers around room and comfort (which includes passenger and cargo space), power and performance, ride and handling and fit and finish. An extra emphasis is placed on dollar value.

“The Scion iA is loaded with premium amenities and safety features, including a low-speed pre-collision system, which really helps it stand out,” said Scion Vice President Andrew Gilleland. “The iA is a \$17,000 car and was developed to be the best buy in its class, so this award from Consumer Guide Automotive validates those efforts.”

Since 1967, Consumer Guide Automotive’s award-winning editorial team has used a rigorous and comprehensive evaluation process to identify the vehicles worthy of serious consideration by a consumer. The editors utilize objective criteria, such as price, features, performance, accommodations, fuel economy, reliability records, and resale value, to assess each vehicle.