

Partnering Products and Passion

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TORRANCE, Calif. (August 25, 2015) – What was your first car's name? More than 40 percent of young people name their first car because it's not just transportation – it's an extension of their life.

That's why Scion partners with up-and-comers in various lifestyle categories...to showcase how Scion aligns with millennials' lives, and particularly their passions. As the new iA sports sedan and iM 5-door hatchback roll into the market this fall, five new partners will create videos showing how Scion helps them do what they love:

Joey Bada\$\$ – Brooklyn-based hip-hop artist and commander-in-chief of the Pro Era hip-hop artist collective.

Skybound – Creators of *The Walking Dead*, feature film *AIR*, and publishers of numerous comic books including *Outcast*, *Invincible*, and *Thief of Thieves*, among others.

Baker Skateboards – Professional skate team, clothier and skateboard maker founded by Andrew Reynolds.

Eddie Huang – Author, television producer, consummate rap music fan, restaurateur and food personality, Huang is most known for his book *Fresh Off The Boat*, the TV adaptation of which is scheduled to start its second season on ABC in September 2015.

Stampd – High-fashion Los Angeles-based clothing designer named GQ's "Best New Menswear Designer of 2015."

"For Scion, we avoid just putting our name on a concert tour and calling it a day," said Doug Murtha, Scion general manager. "We really work with each artist to identify how their passions align with our customers'. Then we develop meaningful partnerships that incorporate the artists utilizing Scions in the pursuit of their creative lives. When it comes to establishing a unique approach to lifestyle marketing, Scion has always been ahead of the curve."

In addition to creating videos, each of these diverse talents will partner with Scion in a different way: a free musical release either performed or curated by the artist; developing exclusive merchandise; providing concert tickets; and participating in special events.

The first installation of the video content is now available and features a drive around L.A. in a [Scion iM with Eddie Huang](#).

The [Scion iM](#) is sporty and versatile. With a six-speed manual transmission, premium features and an estimated 37 mpg highway, it starts at \$18,460 (excluding a \$795 delivery, handling and processing fee.) The [Scion iA](#) is Scion's first sedan and features sporty handling, dynamic styling, an estimated 42 mpg highway. With a six-speed manual transmission, the iA has an MSRP of \$15,700 (excluding a \$795 delivery, handling and processing fee.) Both vehicles are available at more than 1000 Scion dealerships beginning September 1.

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