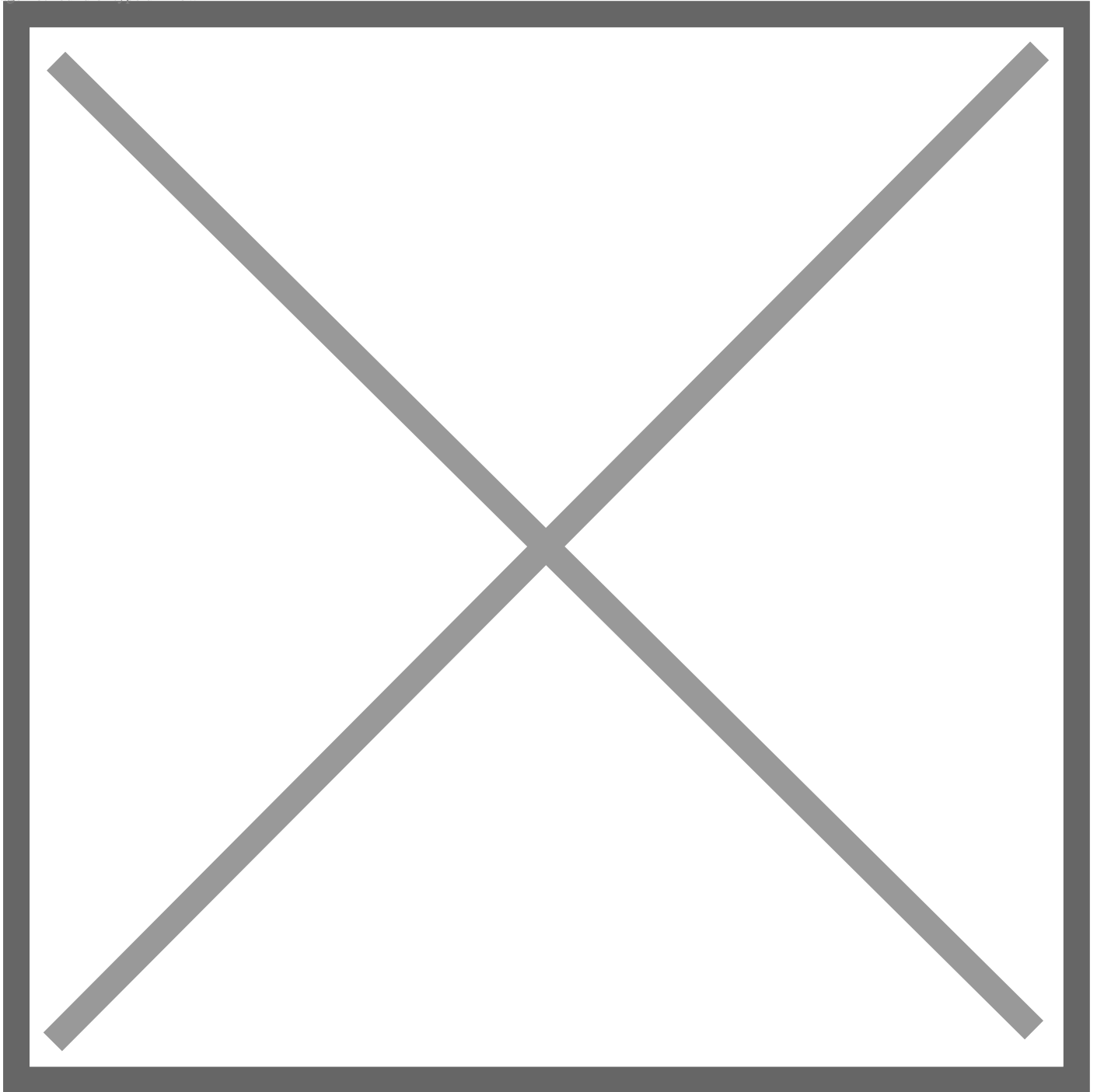


All Systems Go: Scion iM and iA on Sale Now

September 01, 2015

Image not found or type unknown



TORRANCE, Calif., (Sept. 1, 2015) – Believe the buzz. The versatile 2016 Scion iM hatchback and 2016 Scion iA sedan are now arriving in more than 1,000 dealerships and are ready to go wherever drivers can imagine.

The dynamic Scion duo has been the talk of the town with a combination of practicality, desired technology and unique style for today's young drivers. Then there are the highly competitive prices. The fun-to-drive Scion iM has an MSRP of \$18,460 for the manual transmission and \$19,200 for the CVTi-S model. The sporty Scion iA has an MSRP of \$15,700 for the 6-speed manual transmission and \$16,800 for the 6-speed automatic. A \$795 delivery, processing and handling fee is not included.

“With the arrival of the iM and the iA in showrooms, Scion's evolution moves from talk into reality,” said Doug Murtha, Scion group vice president. “This new, savvy generation of drivers will find these cars have the features, space and styling to meet whatever challenge or opportunity comes their way.”

When drivers walk into one of showrooms all over the country, either model could catch their attention.

The athletic design of the 5-door hatchback Scion iM communicates the engaging driving experience that's ahead. It impresses with a hexagon lower grille, sharp-eyed headlights and sporty body aero kit side bezels. Under the hood is a 137 horsepower 1.8-liter 4-cylinder engine with Valvematic continuously variable valve timing technology. The lengthy list of standard amenities includes the 7-inch Pioneer Display Audio unit with standard HD Radio and Aha™, rear-view backup camera, Scion's first 4.2-inch color TFT multi-information display and dual-zone automatic A/C control. The iM's versatility extends to its ability to stretch out trips to the gas station with an EPA-estimated fuel economy rating of 37 mpg highway.

The Scion iA sedan adds some sophisticated touches for millennials looking for practicality and style. Just look at the piano black bumper treatment, chrome grille surround and the spacious trunk. Power comes from quick-revving, high-compression 1.5-liter engine with 106 horsepower. Like its sibling, the Scion iA takes Scion's famous mono-spec strategy to new levels with a keyless entry with push-button start, low-speed Pre-collision system, rear-view backup camera and 7-inch touch screen multimedia system with voice recognition. Its premium features, aggressive styling and fuel-sipping EPA-estimated fuel economy rating of 42 mpg highway make the iA an incredible value in its class.

Whichever buyers chose, with Scion's no hassle, no haggle Pure Price, the same price posted in the dealership is the price customers pay.