

Scion's Dual Vehicle Launch Opens Striking Options for Younger Drivers

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[Sports Sedan that Shouts Success](#)
[Five Doors, a Hatch and Room for Adventure](#)

NEW YORK – March 31, 2015 – In one thrilling act, two new [Scion](#) vehicles owned the stage on the eve of the [New York International Auto Show](#). The all-new [Scion iM](#) made its debut for hundreds gathered at ArtBeam gallery. The iM offers young buyers a fun-to-drive, high-style, high-content, high-MPG rated hatchback for a whole lot less than they'd expect. Sharing the spotlight was the all-new [Scion iA](#). It's Scion's first-ever sedan, remarkably sporty and very affordable. Both vehicles will arrive in dealerships this September.

“Tonight's New York reveal captured the energy and new momentum of these dynamic vehicles and the Scion brand,” said Scion Group Vice President Doug Murtha. “The iM and the iA expand the Scion lineup to reach more young drivers with their changing needs and motivations. Each vehicle brings a uniquely Scion interpretation of style, practicality and fun.”

2016 Scion iM Ready to Fire Up the Fun Hatch Segment

With an estimated MSRP starting under \$20,000, the 2016 Scion iM is the answer for young buyers looking for a sporty hatchback, but still needing to pay for things like rent, school loans and weekend fun. Its bodylines are ripped. The cabin is roomy, refined, versatile and high-tech-equipped. The 1.8-liter DOHC Valvematic engine is eager to rev and very easy on gas. The chassis, with sophisticated double-wishbone rear suspension and standard 17-inch alloy wheels, is ready to smooth out urban bumps and tame adventurous curves. For more hands-on driving fun, a six-speed stick shift is also available.

The Scion iM shows a familiar face, with a hexagon lower grille, sharp-eyed headlights and side bezels with honeycomb mesh pattern seen also on the brand's FR-S sports car. That aerodynamic expression carries into the profile, which conveys dynamic movement from the lower front to the rear. It's like a “swoosh line” rendered in steel. True to the Scion way, the color selection gives the design tremendous visual pop: Blizzard Pearl, Classic Silver Metallic, Black Sand Pearl, Barcelona Red Metallic, Spring Green Metallic and a very dramatic bright blue.

Other iM highlights include:

- 1.8L engine with 137 horsepower
- 6-speed manual transmission standard; optional CVTi-S automatic with 7-step shifting
- Manufacturer-estimated 37 MPG highway
- Rear-view backup camera
- Power folding mirrors
- Piano black grille treatment
- LED daytime running lights and LED tail lamps
- 7-inch display audio
- 4.2-inch color TFT multi-information display

For safety, the 2016 Scion iM comes with eight standard airbags, including a driver's knee airbag and a front passenger seat cushion airbag.

2016 Scion iA Rolls Into New York With a Trunk

The 2016 Scion iA will arrive in dealerships this fall for an estimated MSRP in the \$16,000-range. That's for a mono-spec model equipped with standard low-speed pre-collision safety system and 7-inch multi-media system with voice recognition. Because Scion has a no hassle, no haggle Pure Price, customers walk out the door with the same price they saw posted in the dealership.

“Dramatic” could be an understatement when describing the visual impact of the iA. Beneath the daringly curved sheet metal lies a tight, agile machine that re-defines “entry level.” Call the design “class above,” a term that applies throughout the car.

Other iA highlights include:

- High-spirited 1.5-liter engine with 106 horsepower
- Choice of 6-speed stick shift or 6-speed automatic
- Manufacturer-estimated 42 MPG highway, expected to be best-in-class
- 16-inch alloy wheels
- Piano black bumper treatment
- Chrome grille surround and tailpipe
- Keyless entry with push start
- Tilt/telescopic steering wheel

Front side airbags and curtain airbags help protect front and rear seat occupants. But the biggest safety news in this \$16,000-ish Scion iA is a standard Low-speed Pre-collision system that uses lasers and cameras to help the driver avoid collisions and to help minimize damage in the event of an accident. A rear view back-up camera is also standard.

Scion = Amazing Value

Looks do not deceive in these new Scions. Premium chrome accents and soft-touch trim and surfaces belie the iA’s price point, a value equation that runs in the Scion family. Not to be left out, high quality materials abound throughout the Scion iM cabin, where the layered dashboard design combines sports car-inspired instrument panel styling with easy-to-reach, easy-to-use controls.

Limited Warranty

Like all Scion models, the 2016 iM and iA are covered by a three-year/36,000-mile limited warranty and five-year/60,000-mile powertrain warranty. They also come with Scion Service Boost, a complimentary plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and two years of 24-hour roadside assistance.