

# **2015 New York International Auto Show - 2016 Scion iA and iM Reveals - Doug Murtha**

March 31, 2015

*As prepared for:*

**2015 New York International Auto Show  
Tuesday, March 31, 2015  
Doug Murtha, Vice President, Scion Division**

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Welcome. I'm Doug Murtha and on behalf of the Scion team I'd like to thank you for being here tonight.

I'd also like to say a special thanks to the amazing performers of the Quixotic Dance Company.

We think their unique blend of style, movement, and technology are the perfect match for the world debut of the iM and iA.

We're really excited to be sharing the newest members of our family with you and they're just the first signs of renewed momentum you're going to see from Scion.

Now ... we hope you had a chance in between cocktails to spend some time with the displays out in the reception area.

We created these to give you a glimpse into the very distinct customers who will be drawn to these new models.

iM customers are all about fun and versatility.

They need a car for both weekend get-aways and trips to the home improvement store.

They want a sporty vehicle that's easy to park and easy on the wallet.

And... true of all Scion buyers ... they want that little something that separates them from the crowd.

iM more than delivers on all of the above.

With seats up the iM offers plenty of room for friends and gear for those escapes from the routine.

With seats down it offers cargo space and easy loading to carry whatever they need.

The iM comes with double wishbone rear suspension paired with standard 225 tires for an engaging driving experience and is available in six-speed manual or seven-step CVT delivering 37 MPG highway.

Long on style the iM is equipped with a body kit ... piano black grille treatment ... and 17" alloys ... all standard.

Continuing the premium story on the inside you'll find class-up features like ...

- dual-zone auto air conditioning,
- 7" Pioneer display audio,
- rear-view camera,
- and a 4.2" color multi-information display.

It even has power folding side mirrors!

And all of this for a price starting under **\$20,000**

The iA customer ... on the other hand ... is all about individual expression and selective indulgence.

Whether it's the latest must-have ticket in town or the hottest fashions they want it all ... high form and high function while still meeting their needs for practicality.

iA breaks the mold of typical entry subcompacts by offering an aggressive design and quality materials inside and out ... from standard 16" alloys and chrome accents to generous use of soft-touch materials.

iA is also a segment technology showcase with ...

- 7" display audio,
- connected service suite,
- voice recognition,
- and rear-view monitor.

Talk about premium content the iA also comes standard with a low-speed pre-collision avoidance system.

And if you thought entry subcompacts couldn't be a blast to drive just wait til you get behind the wheel and experience iA's surprising dynamic balance and lack of typical understeer.

And all that fun comes with an estimated 42 MPG highway...and for a price starting in the \$16,000s!

Bottom line ...

Both of these new models offer an amazing level of distinctive style, premium content, and value ... which have always been hallmarks of the Scion brand.

They'll begin arriving in Scion dealerships this September and as I said before represent just the next wave of momentum for Scion.

Stay tuned for more information about an impressive third new model coming within the next two years.

So that's it for us tonight we want to keep things short and to the point and let the cars be the stars.

Stick around and get a closer look at the iM and iA.

We'll be here to host you for a while and will have both models on display at the main event over at Javits through the end of the show.

As always please allow the photographers the first shot at the new cars before making your way up.

Thanks!

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