

Modern and Magnetic: Scion iM Concept Car to Debut at LA Auto Show

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TORRANCE, Calif., Nov. 12, 2014 – Whether it’s exploring the mountains or playing at the beach, Los Angeles offers adventures off every freeway. Young people just need a vehicle to get them, and all their gear, to their destination in style. The new Scion iM Concept car is designed with that in mind and will debut on Wednesday, November 19 at the Los Angeles Auto Show.

The iM Concept is a five-door compact hatchback with sporty looks inspired by those seen on the European touring car racing circuit. The concept brings in captivating styling with edgy, geometric grille inserts, deep air intakes and fog lights. The custom-blended “Incrediblue” paint is complemented by matte silver and gunmetal accents.

To create a grounded appearance ready for the road, the iM Concept has wide aerodynamics and a lower ride height. The performance inspiration carries through into the 19-inch forged alloy wheels and sporty performance tires. Vented front rotors and 4-piston calipers work with the adjustable height racing suspension to complete the racecar-influenced design.

“The tastes of today’s younger buyers have evolved. They want a car that provides excitement and individuality, as well as the comfort, technology and reliability that Scion offers,” said Scion Vice President Doug Murtha. “The iM Concept combines sleek styling with the versatility of a modern hatchback to catch the eye of Scion customers. Stay tuned for more on how we will bring this vision to the road.”

Scion’s press conference will be held at 3:40 p.m. on Wednesday, November 19 at Scion’s display in the South Hall. To follow Scion news at the LA Auto Show use the hashtag #iMDriven or visit <http://www.scion.com/blog>.

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