

# From Concept to Commitment - Scion Announces New Product Plans

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TORRANCE, Calif., (Nov. 19, 2014) – Start planning that next adventure; a new ride is on its way. After revealing the iM Concept car today at the Los Angeles Auto Show, Scion announced that a production version of the versatile five-door compact hatchback will be coming to dealerships in 2015. Fans will get a first look at the road-ready, sporty ride – and another new Scion model – at the New York International Auto Show in April.

“The two models we’re debuting in New York next spring are just the beginning for Scion,” said Scion Vice President Doug Murtha. “We plan to bring three new products in three years to our showrooms, offering a variety of exciting options for current and new Scion customers.”

As a test laboratory for Toyota, Scion attracts those with an independent spirit and desire to stand apart from the crowd. But many of today’s consumers between 18-34 years old also value a degree of practicality to support their self-reliance and more mobile lifestyles. Faced with greater independence and less disposable income, they value fun and sensibility in a vehicle choice.

The iM Concept is a hatchback that earns its name from characteristics aimed at this evolving audience. The “i” stands for individuality, intriguing and a good fit for customers’ income. The “M” stands for modern, multifaceted and magnetic. Its captivating styling and custom-blended “Incrediblu” paint are complemented by matte silver and gunmetal accents.

The iM Concept communicates its sporty handling and racing inspiration through a wide stance and low ride height for a grounded appearance. It features front and rear bumper overhangs that create dynamic surfaces, as well as geometric grille inserts, deep air intakes and fog lights. Large 19-inch forged alloy wheels sit flush with the body while vented rotors with 4-piston front calipers work with the adjustable-height racing suspension.

Urban drivers can expect the iM Concept to meet the needs of city streets with excellent fuel efficiency, sporty handling and easy parking. Details on the production version’s transmission, engine, technology and other details will be available in 2015. Pricing information will also be available next year, but Scion anticipates that a price under \$20,000 could make this car enticing to youthful customers.

## **Scion Pure Process Plus**

To go along with its evolving product line up, Scion is innovating around core values of efficiency and transparency when purchasing a car. Scion’s Pure Price means that the dealer’s advertised price is the price a consumer pays. No haggle. No hassle.

To take this experience further, Scion has been testing and successfully reducing the time it takes to buy a car through Pure Process Plus. This process – in place at more than 50 Scion dealerships across the country – allows buyers to research a car through Scion.com, find it at a dealership, apply for credit and secure a price, all without leaving the couch. Scion will continue working with dealers and Toyota Financial Services to fine-tune the process and plans to significantly expand its reach in 2015.

To follow Scion news at the LA Auto Show use the hashtag #iMDriven or visit <http://www.scion.com/iMConcept>.

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