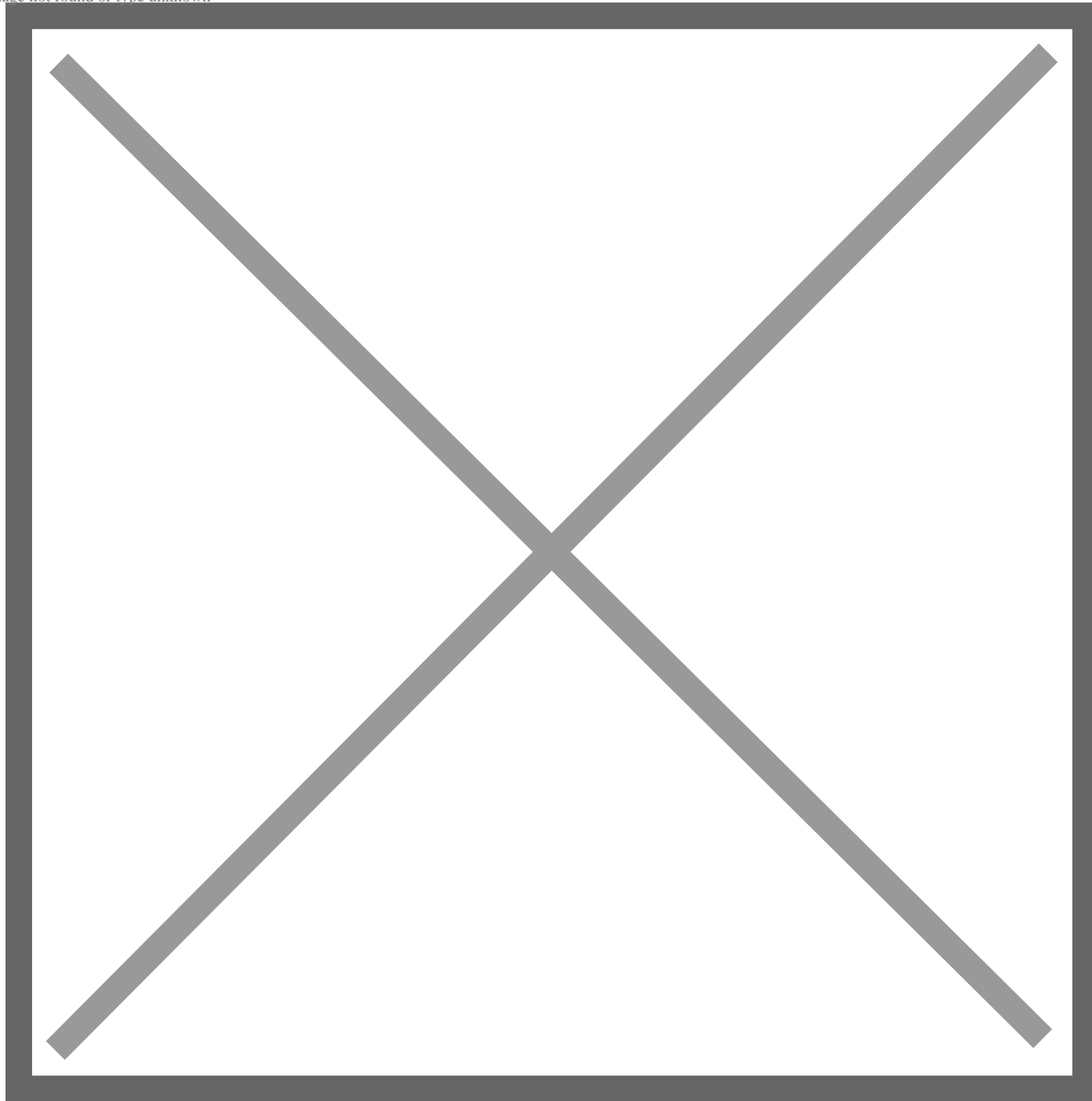


2014 Scion iQ Tackles Any Urban Challenge

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TORRANCE, Calif., (May 30, 2014) – The premium micro subcompact 2014 iQ hits city streets in a big way. Metropolitan trendsetters will enjoy the standard touchscreen audio system and useful navigation, along with a super-tight 26.6-foot turning diameter that makes urban driving a breeze.

Downtown Driving Performance

Powered by a 1.3-liter four-cylinder engine that produces 94 horsepower, the 2014 iQ comes with a continuously variable transmission (CVT) for smooth acceleration and excellent fuel economy. Dual Variable Valve Timing with intelligence (VVT-i) helps with engine efficiency so the iQ requires less fuel and generates fewer emissions. Combined with its light curb weight of 2,127 pounds, the three-door hatchback has earned an impressive EPA-estimated fuel economy rating of 36 mpg city, 37 mpg highway and 37 mpg combined. The iQ is also rated an Ultra Low Emission Vehicle (ULEV-II).

The diminutive dimensions of the iQ take advantage of innovative engineering packaging advances and make it a natural fit for urban lifestyles. The iQ has a compact front-mounted differential, a high-mount electric power steering rack, and a compact air-conditioning unit to cut back on front-end length. A flat gas tank beneath the floor reduces rear overhang. As a result, the iQ is just 120.1 inches long, and there's never a need to pass by a cramped parking spot.

Beyond its length, the iQ's spacious width – 66.1 inches – and 78.7-inch wheelbase helps drivers feel confident on the road and easily navigate gridlock. MacPherson® struts up front and a compact torsion beam rear suspension cushion drivers over uneven city roads.

Turn Heads in the City

The iQ's geometric, modern shape is defined by its trapezoidal lines, broad stance and wide rear bumper. The sharp-looking front fascia features a well-built front grille and projector beam headlamps. Side mirrors with integrated turn signals accent the clean design and give it a premium look.

Keyless entry comes standard along with an electronic rear hatch locking system for further simplicity. Drivers have the option of 5-spoke or 7-spoke wheel covers. For 2014, color options include Blizzard Pearl, Classic Silver Metallic, Magnetic Gray Metallic, Black Sand Pearl, Hot Lava, Pacific Blue Metallic, Black Currant Metallic and a two-tone option comprised of Black Currant Metallic and Classic Silver Metallic, available only on the iQ Monogram Series™.

Interior Efficiency and Comfort

The iQ achieves outstanding space efficiency without sacrificing features or comfort. To achieve 73.8 cubic feet of passenger volume, every angle is maximized. The functional "3+1" offset seating arrangement allows one adult to sit behind the front passenger and a child or small package behind the driver. Slim front seats optimize rear legroom, while even the standard leather-wrapped steering wheel contributes to extra space with a flat bottom for additional thigh room. When it comes to cargo, the rear seats have the ability to fold flat or create a 50/50 split. With the seats down, the cargo area can easily accommodate large suitcases.

Beyond the surprising space, technology contributes to a comfortable ride. An acoustic windshield reduces road noises and vibrations for a quieter ride. A deep orange instrument panel puts information easily within eyesight. Additionally, the Scion Drive Monitor displays information like outside temperature, average MPG and an ECO-drive indicator that helps the driver maximize the iQ's fuel efficiency.

On the steering wheel, audio controls help manage the iQ's impressive six-speaker sound system. The Standard Display Audio system comes with a 6.1 inch LCD touchscreen, Bluetooth® hands-free and audio streaming connectivity, HD Radio™, USB connectivity and steering-wheel audio controls.

Additional on-the-go connectivity and on-board navigation is available with the optional BeSpoke Audio system. Push-to-talk voice navigation and geo-located points of interest add convenience to any drive. Aha™, available on iTunes® and Google Play®, provides access to 100,000 free audio stations, including Scion's own seven

signature music channels. Drivers can also find local restaurants, coffee, hotels and weather updates through location-based services like Yelp and TripAdvisor, along with popular social media applications, sports, news and entertainment.

Standard Safety Features

The iQ's small size camouflages big safety features. The 2014 iQ is packed with an industry-leading 11 standard airbags, including a rear window airbag, driver- and front-passenger dual-stage airbags; driver- and front-passenger seat-mounted side airbags; side curtain airbags; driver- and front-passenger knee airbags; and driver- and front-passenger seat-cushion airbags.

All iQs come standard with the Star Safety System™, which includes Anti-lock Brakes (ABS), Electronic Brake Distribution (EBD), Brake Assist (BA), Traction Control (TRAC), Vehicle Stability Control (VSC) and Smart Stop Technology (SST). A tire-pressure monitoring system is also standard equipment.

Pricing

Convenience, agility and style all come at an affordable price for urban drivers. The 2014 Scion iQ has a Manufacturer's Suggested Retail Price (MSRP) of \$15,665. The delivery, processing and handling (DPH) fee for all Scion models is \$755 and is not included in the MSRP.

Limited Warranty

The iQ is covered by Scion's standard three-year/36,000-mile limited warranty and five-year/60,000-mile powertrain warranty. It also comes 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.

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