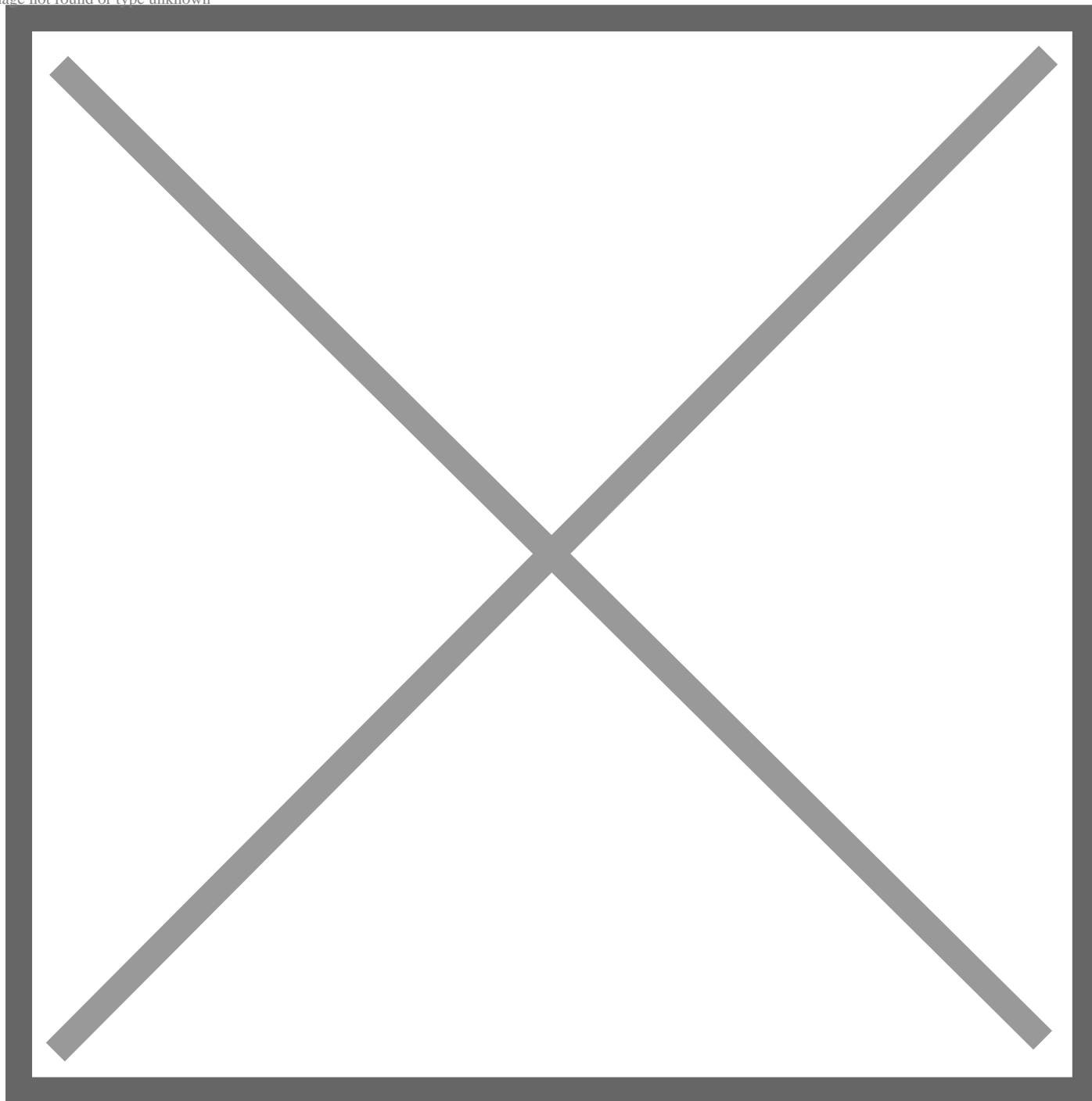


# 2014 Scion iQ Tackles Any Urban Challenge

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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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