

Scion Announces Pricing for Limited Production Scion 10 Series, New 2014 tC and iQ

May 08, 2013

TORRANCE, Calif., (May 8, 2013) – [Scion](#) today announced manufacturer’s suggested retail prices (MSRP) for its new limited production Scion 10 Series, the 2014 tC and the 2014 iQ. The Scion 10 Series includes special enhancements to the new tC and iQ as well as to the 2013 models of the xD, xB and FR-S in celebration of the brand’s 10th anniversary.

2014 Scion tC

The 2014 tC debuted at the New York International Auto Show with more assertive styling, an upgraded interior and an enhanced driving experience. Distinctive headlamps, a muscular grille and LED accent lighting add to the sportier look. The updated automatic transmission changes gears nearly twice as fast as the previous model and now features Dynamic Rev Management technology. Additional modifications to the stabilizer bar hardware, shock absorbers and retuned electronic power steering provide a more engaging feeling behind the wheel.

The tC also comes with the all-new Scion Standard Display Audio, featuring a 6.1-inch LCD touchscreen, Bluetooth[®] compatibility, HD Radio[™] technology and steering wheel-mounted controls.

The MSRP for the Scion tC will be \$20,210 for the automatic transmission model and \$19,210 for the manual transmission. It will begin arriving in dealerships beginning in June.

Bespoke Details and Pricing

In addition to the base audio system, the 2014 tC now offers the all-new Scion BeSpoke Premium Audio system featuring Aha[™]. In addition to full navigation services, this upgraded system connects with compatible smartphones through Aha to access 30,000 free audio stations, including audiobook stations, sports, news, entertainment and Scion’s own signature station featuring a lineup of its 17 music channels. The Aha service also uses location-based services like Yelp and TripAdvisor and integrates most of the popular social media applications. The available feature is MSRP priced at \$1,198.

2014 Scion iQ

The 2014 iQ carries over from its previous model year, with the addition of the new Scion Display Audio also available in the 2014 tC. The maneuverable subcompact seats four people and features a 1.3-liter, four-cylinder engine that produces 94 horsepower and 89 lb.-feet of torque. The Continuously Variable Transmission (CVT) helps deliver smooth acceleration and great fuel efficiency with EPA-estimated 36 mpg city/37 mpg highway/37 mpg combined ratings.

The MSRP for the 2014 Scion iQ is \$15,665. The 2014 iQ will begin arriving in dealerships beginning in June.

Limited Production Scion 10 Series

The limited-production Scion 10 Series features a unique version of each vehicle in the Scion lineup to mark 10 years of its passion-driven car-making. Each model is painted a premium color, Silver Ignition, with matching silver seat belts and carries through the anniversary theme through unique interior and exterior touches. All Scion 10 Series models will feature the Scion Standard Display Audio with 6.1-inch LCD touchscreen.

Scion will produce 10,000 Scion 10 Series vehicles total, which will begin arriving in dealerships in June.

Scion 10 Series 2014 tC

The tC comes with premium stitching on the steering wheel and seats, projector-beam headlights, LED accent lighting, 18-inch gloss dark gray alloy wheels, an electroluminescent panel above the radio, and front and rear locator badges that light up when the car is unlocked. A side skirt with a Scion badge is included, along with a solar-powered illuminated shift knob and front, rear and cargo Scion carpet mats. The MSRP for the Scion 10 Series tC will be \$22,440 for the automatic transmission and \$21,440 for the manual transmission.

Scion 10 Series 2014 iQ

The iQ comes with projector-beam headlights, 16-inch graphite gray alloy wheels, two electroluminescent panels on the center console, front and rear locator badges, a solar-powered illuminated shift knob and Scion carpet mats throughout the car. The MSRP for the Scion 10 Series iQ will be \$17,850.

Scion 10 Series 2013 FR-S

The FR-S comes with dual auto A/C, HID headlights, LED DRL accent lighting, 17-inch standard wheels, a frameless rearview mirror, a dashboard electroluminescent panel, front and rear locator badges, a solar-powered illuminated shift knob (only available on the automatic transmission model) and a Scion carpet mat in the cargo area. The MSRP for the Scion 10 Series FR-S will be \$28,675 for the automatic transmission and \$27,425 for the manual transmission.

Scion 10 Series 2013 xB

The xB comes with projector beam headlights, LED accent lighting, 16-inch graphite gray alloy wheels, a dashboard electroluminescent panel, front and rear locator badges, a solar-powered illuminated shift knob and Scion carpet mats throughout the car. The MSRP for the Scion 10 Series xB will be \$20,160 for the automatic transmission and \$19,210 for the manual transmission.

Scion 10 Series 2013 xD

The xD comes with premium stitching on the seats, multi-reflector halogen headlights, 16-inch graphite gray alloy wheels, an electroluminescent panel above the radio, a rear vehicle locator badge, a solar-powered illuminated shift knob and Scion carpet mats in the front, rear and cargo areas. The MSRP for the Scion 10 Series xD will be \$18,955 for the automatic transmission and \$18,155 for the manual transmission.

Scion MSRPs do not include a \$755 delivery, processing and handling (DPH) for all Scion models. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Scion Pricing Chart

Model #	Grade	MSRP
6223	SCION tC 3-DOOR HATCHBACK (MT)	\$19,210
6222	SCION tC 3-DOOR HATCHBACK (AT)	\$20,210
6242	SCION iQ 3-DOOR HATCHBACK	\$15,665
Scion 10 Series Editions		
6229	SCION tC 3-DOOR HATCHBACK (MT)	\$21,440
6228	SCION tC 3-DOOR HATCHBACK (AT)	\$22,440
6248	SCION iQ 3-DOOR HATCHBACK	\$17,850
6239	SCION xD (MT)	\$18,155
6238	SCION xD (AT)	\$18,955
6209	SCION xB (MT)	\$19,210

6208	SCION xB (AT)	\$20,160
6259	SCION FR-S 2-DOOR COUPE (MT)	\$27,425
6258	SCION FR-S 2-DOOR COUPE (AT)	\$28,675

All prices listed above exclude the delivery, processing and handling (DPH) fee

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