

Picture 1

February 17, 2011

July 28, 2008

Scion Reinvents Individuality With New Brand Campaign And Continues To Celebrate Owners

July 28, 2008 - Torrance, CA - July 28, 2008 - Scion recently launched its "United by Individuality" brand campaign, which reinvents the brand's distinctiveness by communicating several of its core philosophies - creativity, personalization, authenticity...

Categories: [Scion](#), [xB](#), [tC](#), [xD](#)

June 23, 2008

Scion Marks Its Fifth Anniversary - Youngest Median Age In Industry

June 23, 2008 - Torrance, CA - June marks Scion's five-year anniversary of being on sale in the United States. At launch the brand's goals were to bring young consumers to the Toyota family, and implement a new business model for selling cars...

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April 15, 2008

Scion and iBiquity Partner to Offer Digital HD Radio Technology in Select Audio Systems

April 15, 2008 - Torrance, CA - Scion announced today that it will offer iBiquity Digital's HD Radio technology in select audio systems in the near future. "Since Scion customers are in tune with audio technology, it makes sense that we enhance our ahead...

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