

Scion Announces Collaboration with its iQ and Sony's PlayStation® Vita

May 01, 2012

TORRANCE, Calif., May 1, 2012 – Scion is pleased to announce that starting May 1 through July 31, 2012, buyers of a new 2012 Scion iQ will receive a PlayStation®Vita (PS Vita), portable entertainment system, while supplies last. The promotion coincides with the nationwide release of the iQ, Scion's fourth vehicle and the world's smallest four-seater. For full details, please visit www.scion.com/psvita.

"Scion is very proud of the iQ's intelligent and functional design," said Jack Hollis, Scion Vice President. "Similar to the PS Vita, the Scion iQ comes loaded with premium technological features, has a focus on functionality, is concentrated into a suitably small package and most importantly is tons of fun."

Scion is excited to give iQ owners an entertaining way to enjoy the world's smallest four-seater, even when they are not in the driver's seat. Originally released March 7th as a limited-time free download to PS Vita owners, MotorStorm RC included the Scion iQ as an in-game vehicle option. The award winning PS Vita is equipped with a 5" OLED, high definition touch screen, dual analog sticks, front touchscreen and rear touch pad, two cameras, built in microphone, and combined with the best gaming content, provides an unmatched portable gaming experience.

Meeting the needs of a new trendsetting generation of urban drivers, the iQ succeeds at taking big ideas and concentrating them into a small package. The iQ is a small car that offers the functionality and comfort that drivers expect from a car twice its size. The iQ comes standard with 11 airbags and features an impressive EPA rating of 37 miles per gallon on regular unleaded gas.

The Manufacturer's Suggested Retail Price (MSRP) for the 2012 iQ is \$15,265. The delivery, processing and handling (DPH) fee for all Scion models is \$730 and is not included in the MSRP. DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Warranty and Complimentary Scion Service Boost

Like all Scion models, the iQ is covered by a 3-year/36,000-mile comprehensive warranty and a 5-year/60,000-mile powertrain warranty. The iQ will also come standard with Scion Service Boost, a complimentary plan covering normal factory-scheduled maintenance for two years or 25,000 miles whichever comes first, and three years of 24-hour roadside assistance.