

2012 Scion iQ Premium Micro-Subcompact is World's Smallest Four-Seater

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SAN FRANCISCO, Calif. — July 20, 2011 — Scion announced today that its 2012 iQ premium micro-subcompact will begin arriving in dealerships this October. The Scion iQ is only 10 feet long yet seats four people, making it the world's smallest four-seater.

“Scion prides itself on being an innovative brand with a lineup of iconic vehicles that set automotive trends,” said Jack Hollis, vice president of Scion. “The iQ is the fourth vehicle in the family, and it will define the premium micro-subcompact segment as the choice for new urbanites who want clever transportation without a sacrifice in style or new features.”

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. Made possible by intelligent and functional packaging, the iQ is a small car that offers the functionality and comfort that drivers expect from a car twice its size.

Intelligent Design, Not Sacrifice

Instead of sacrificing features or comfort to reduce its footprint, the iQ relies on intelligent design. Six engineering innovations are responsible for the iQ's ability to be small in size, but large in capability. A compact front-mounted differential, high-mount steering rack with electronic power-steering, and a compact air-conditioning unit all amount to significant decreases in front-end length. In addition, the iQ is equipped with a flat gas tank housed beneath the floor that reduces rear overhang. Slim-back front seats optimize rear legroom, while the “3+1” offset seating arrangement allows one adult to sit behind the front passenger and a child or small package behind the driver.

Driving Performance of a Larger Car

With a 78.7-inch wheelbase and a unique suspension design – consisting of MacPherson struts up front, and a compact torsion beam rear suspension – the three-door hatchback can deftly maneuver through city traffic. In addition, its overall length of only 120.1-inches, and short front and rear overhangs allows the iQ to fit into virtually any urban parking scenario. Although short in length, the iQ has a wide stance at 66.1-inches, giving it a confident stance that handles like a much larger car.

Smooth Drivetrain and Better Fuel Efficiency

The 2012 iQ is equipped with a 1.3-liter, four-cylinder engine that produces 94 horsepower and 89 lb.-ft of torque. It features the latest dual VVT-i, which allows the engine to be efficient, providing a broader powerband yet requiring less fuel and generating fewer emissions.

The engine is paired with a Continuously Variable Transmission (CVT) that helps deliver smooth acceleration and excellent fuel efficiency. The iQ is rated an Ultra Low Emission Vehicle (ULEV-II) and achieves an EPA-estimated combined fuel economy rating of 37 miles per gallon, comparable to similar vehicles of its size.

Small in Size but Big on Safety

In order to be considered a premium micro-subcompact, the iQ comes standard with safety features that drivers expect and demand. The iQ is packed with an industry leading 11 standard airbags, including the world's first rear window airbag. Other airbags include driver- and front-passenger airbags; driver- and front-passenger

seatmounted side airbags; side curtain airbags; driver- and front-passenger knee airbags; and a Scion-first driver- and front-passenger seat-cushion airbags.

All iQs will come standard with the Star Safety SystemTM, which includes antilock Brakes (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Traction Control (TRAC), Vehicle Stability Control (VSC) and Smart Stop Technology brake-override. A tire-pressure monitoring system is also standard equipment.

Iconic Styling

The iQ's profile, defined by a strong and high beltline, glides from the large, stout headlamps, up the A-pillar, across the roof and wraps around the rear, emphasizing the iQ's geometric shape. Side mirrors with integrated turn signals accent the clean design and give it a premium look.

The rear emphasizes the vehicle's modern style. Trapezoidal lines run toward the wheels, from the hatch to the bumper's rear diffuser-like accent, creating a substantial presence.

The iQ will be available in seven exterior colors, including Blizzard Pearl, Classic Silver Metallic, Magnetic Gray Metallic, Black Sand Pearl, Hot Lava, Pacific Blue Metallic and Black Currant Metallic.

High-Tech Interior

The iQ's functional "3+1" seating equates to the world's smallest four-passenger vehicle. The four-seat configuration is made possible because the driver and frontpassenger seats are slightly off set.

The rear seats are extremely versatile, featuring a 50/50 split and the ability to fold flat, creating enough storage to accommodate large suitcases. The iQ comes standard with a leather-wrapped steering wheel with red stitching, and features a flat bottom that provides additional thigh room. The steering wheel incorporates audio controls to manage the iQ's impressive sound system.

The iQ comes standard with a Scion Drive Monitor that displays information like outside temperature, average MPG and an ECO-drive indicator that helps the driver maximize the iQ's fuel efficiency.

Impressive Audio with Standard Bluetooth[®] and HD RadioTM Technology

The iQ truly focuses on youth with its all-new standard AM/FM/CD/HD/USB 160-watt maximum output PioneerTM audio system. Standard features for all 2012 Scions include Bluetooth connectivity, which allows both hands-free phone connection and streaming audio capability, and HD Radio technology. Streaming audio allows compatible phone or personal media devices to pair with the audio system and deliver music through the vehicles sound system. The audio system also features an organic electroluminescent (OEL) screen with a personalized welcome screen, iPod[®]/USB connectivity, Advanced Sound Retriever (ASR), and a subwoofer RCA output. The USB port and universal auxiliary (AUX) port are located on the center console, which allows users to listen to their portable music collection through the iQ's four Pioneer speakers.

The optional 200-watt maximum output Pioneer Premium audio system has the same features as the standard Pioneer audio, but it is enhanced with a 5.8-inch LCD touch-screen display, features iTunes[®] tagging, Pandora[®] internet radio connected through iPhone[®], and six RCA outputs to add external amplifiers.

A Scion Navigation audio system is also available for urban drivers who would like the added convenience of easily finding their way around the city. The 200-watt SNS 200 system has all of the features of the standard and premium audio systems but it adds a navigation system and DVD player that are accessible through an easy-to-use seven-inch touch-screen LCD display. Navigation functions include a Global Positioning Satellite (GPS) system with comprehensive U.S. and Canada map coverage, plus guidance to millions of points of interest.

All three of the audio systems retain key Scion audio system features such as Scion Sound Processing® (SSP), where listeners can choose from three pre-set equalizer settings, satellite radio compatibility and MP3 and WMA capability. In addition, all units have the capability to adjust the volume control based on driving speed.

Pricing

The 2012 Scion iQ will begin arriving at dealerships on the west coast starting this October. The car will be available in other regions of the country beginning in early 2012. 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.

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