

Scion Announces Pricing for 2012 xB with Standard Bluetooth and HD Radio Technology

June 28, 2011

June 28, 2011 – Torrance, Calif. – Scion announced today that its iconic xB urban utility vehicle will come standard with Bluetooth® hands-free and Bluetooth® streaming audio, and HD Radio™ technology, for the 2012 model year.

The xB truly focuses on youth with its all-new standard AM/FM/CD/HD/USB 160-watt maximum output Pioneer™ audio system. New standard features for 2012 include HD Radio™ technology and Bluetooth® connectivity that allows both hands-free phone connection and streaming audio capability. Streaming audio allows compatible phone or personal media devices to pair with the audio system and listen to music through the vehicle's 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 that are located on the center console allow users to listen to their portable music collection through the xB's six Pioneer speakers.

Connectivity is achieved by simply plugging the portable music player, including iPod® and iPhone®, into the USB or AUX port. The head unit's screen displays track number, track name and artist information from select USB units. The audio system provides outstanding sound quality through the car's stereo system and constant power to select iPods®. Music is controlled through the head unit and the steering wheel audio control buttons for radio, CD and certain USB devices. iPod® users can also use an alphabetical speed search to find a specific artist or album.

The ASR function restores a wide, deep and rich quality to MP3/WMA/AAC sound. Through the subwoofer RCA output, xB owners can add an external amp to drive one or more subwoofers. For easy operation, the system's multi selector allows for easy control of the head unit. Unique to the standard Pioneer audio system is the customizable welcome screen that also lets users to create a personal message of up to 16 characters.

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

Both the standard and premium head units 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 both units adjust the volume control based on driving speed. The sound systems feature six speakers: a tweeter and a speaker in each front door panel, plus two full-range speakers in the rear.

Boxy Design

The second generation xB stands aggressively with pronounced fenders. Elongated headlamps that wrap around the side of the vehicle and a rectangular grille provide the xB's assertive fascia. Soft angles between wide and flat paneling and a high beltline create the iconic boxy profile.

Performance and Handling

The 2012 xB features a 2.4-liter dual overhead-cam four-cylinder engine with Variable Valve Timing with intelligence (VVT-i), produces 158 horsepower and is rated California Level II Ultra Low Emission Vehicle

(ULEV-II). The xB has estimated EPA fuel economy ratings of 22 city/28 highway for both the five-speed manual transmission and the four-speed automatic with sequential shifting.

The xB features 16-inch steel wheels and customers have the choice between three standard wheel covers. The xB stops with 10.83-inch ventilated discs in the front and 10.98-inch disc brakes in the rear and has a front MacPherson strut and rear torsion beam suspension.

Interior Design

The xB's roomy interior offers utility with 21.7 cubic feet behind the rear seats, versatile 60/40 split fold flat rear seats for additional space and a flat cargo floor to meet the needs of consumers' active lifestyles. For interior storage the xB offers a driver's convenience tray, a glove box, a console box and front door storage. Beneath the rear seats a fixed tray provides for hidden storage and can accommodate small items like magazines, cameras, laptops, cell phone chargers and CDs.

A series of sleek circular gauges, including the speedometer and deep orange multi-information display, sit centered on the metal-tone accented dash. Upon starting the engine, "xB" flashes on the multi-information display before the driver can toggle through the clock, outside temperature, instantaneous MPG, average MPG, distance to empty, trip timer, or the average speed.

Mono-spec Features

All Scion vehicles are mono-spec so customers only need to choose exterior color and transmission type. The xB comes with a generous list of standard features including power steering, windows, door locks and mirrors; remote keyless entry; air conditioning; cruise control; four-wheel anti-lock brakes (ABS) with Electronic Brake Distribution (EBD) and Brake Assist (BA); driver and front passenger dual stage airbags; front seat-mounted side airbags; front and rear side curtain airbags; Vehicle Stability Control (VSC) with Traction Control (TRAC); Smart Stop Technology; first-aid kit; and tilt steering wheel with audio controls.

Pricing

The 2012 xB will arrive at dealerships this July and will carry a Manufacturer's Suggested Retail Price (MSRP) of \$16,300 and \$17,250 for the five-speed manual and the four-speed sequential shift automatic transmissions respectively. MSRPs do not include a delivery, processing and handling (DPH) fee of \$720. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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