

Scion Unveils a New Dimension at the New York Auto Show with All-New 2011 iQ and tC Production Models

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[Click here to read remarks by Jack Hollis – Vice President, Scion – at the Scion iQ and tC Reveal](#)

NEW YORK (March 31, 2010) – A New Dimension of Scion was unveiled today with two new production vehicles – the all-new 2011 iQ premium micro-subcompact and the second-generation 2011 tC sports coupe – at the New York International Auto Show. The tC is scheduled to arrive in dealerships later this fall, while the iQ will go on sale in early 2011.

“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 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.”

“The all-new tC features styling that is both refined and aggressive, appealing to a sports coupe owner who wants to make a bold statement. The tC has had the youngest median age buyer in the industry, and with more power, superior driving dynamics, and increased fuel efficiency, that should remain the case with the new tC as well.”

iQ Defines Premium Micro-Subcompact

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.

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.

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. With a 78.7-inch wheelbase and a unique suspension design – consisting of MacPherson struts up front, and a torsion beam rear suspension – the three-door hatchback can deftly maneuver through city traffic. In addition, its overall length of only 120.1-inches, width of 66.1-inches, and short front and rear overhangs create a confident stance that still allows the iQ to fit into virtually any urban parking scenario.

Engineering innovations like a compact air-conditioning unit, inverted front-mounted differential, and electronic power-steering system with compact steering column, 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.

The iQ’s functional “3+1” seating equates to the world’s smallest four-passenger vehicle. With the driver’s and front-passenger’s seats being slightly off set, this innovative seating arrangement allows for one adult behind the front passenger and a child, small package, or pet behind the driver. A first for Scion, extra-slim front seat backs are utilized to provide rear passengers with ample legroom. The rear seats are extremely versatile, featuring a 50/50 split and the ability to fold flat, creating enough storage to accommodate up to two golf bags.

The iQ is small in size but large on safety. Active safety features include Vehicle Stability Control (VSC), an anti-lock brake system (ABS) with Electronic Brake force Distribution (EBD), Brake Assist (BA) and Traction Control (TRAC).

The iQ will come standard with 10 SRS airbags, including the world's first rear-window curtain airbag. Other airbags include driver- and front-passenger airbags; driver- and front-passenger seat-mounted side airbags; side curtain airbags; driver- and front-passenger knee airbags; and a Scion-first driver seat-cushion airbag.

The 2011 iQ is equipped with a 1.3-liter, four-cylinder engine that produces over 90 horsepower and features the latest dual VVT-i, which allows it to be impressively efficient, providing a broader powerband yet requiring less fuel and generating fewer emissions.

The iQ's engine is combined with a Continuously Variable Transmission (CVT) that helps deliver smooth acceleration and excellent fuel efficiency. The iQ will be rated as an Ultra Low Emission Vehicle (ULEV-II), and it is expected to achieve a combined fuel economy in the high 30s, comparable to similar vehicles that feature less passenger and cargo capacity.

The iQ comes standard with a six-speaker audio system and is available with multiple audio head units for various degrees of audiophiles. All iQs will be outfitted with USB and auxiliary ports, allowing personal devices to be easily integrated into the car. Steering-wheel-mounted controls command the audio system to adjust volume and shuffle through music sources such as CD, AM/FM, auxiliary input, or a library from your iPod® or other USB device.

All-New tC Sports Coupe Adds Power, Performance

Launched in 2004, the tC quickly became Scion's top-selling vehicle, at the same time attracting the youngest buyer in the entire industry. Six years later, the second-generation tC emerges with an aggressive new look, increased driving performance, and a more premium feel.

Enhanced performance is accomplished in the second-generation tC with an all-new 2.5-liter inline four-cylinder engine with dual VVT-i that generates 180 horsepower, 19 more than the previous model, and 11 additional lbs.-ft of torque. In addition to increases in power, the new engine delivers an increase in fuel economy all while lowering emissions. Performance is further improved and heard through a new intake manifold design and a sport-tuned exhaust system that delivers a bold and aggressive sound.

The tC features two all-new transmissions: the six-speed manual transmission has improved shift-feel and adds to the car's already fun-to-drive character, and a new six-speed automatic gains two gears along with sequential-shift.

The 2011 tC enters its second-generation riding on a new platform, including a specially tuned MacPherson strut front-suspension and a double-wishbone rear-suspension that rides lower than the previous model. Larger 18-inch aluminum-alloy wheels are wrapped in wider tires, giving the tC a broader stance and elevated handling characteristics. The new model also comes standard with larger 16-inch disc brakes on all corners. A new performance-tuned electronic power-steering system provides the driver a confident feel that is more in-tune with the road. The elements brought together in the new chassis result in a premium performance that expands the tC into a new dimension of driving enjoyment.

The all-new design of the 2011 tC projects a bolder and more aggressive stance. Important design cues like the helmet-inspired cabin shape were adopted from the Calty-designed Scion FUSE concept, which was unveiled at the 2006 New York Auto Show. The protruding fender flares amplify its wider, lower stance and are aggressively complemented by a sleek front grille and projector headlamps. The shape of the rear taillights flow cleanly into the overall shape of the trunk.

Inside, a driver-focused cockpit starts with a sporty new three-spoke steering wheel that features a flat bottom and a new shape that offers a confident grip. Front seats feature robust bolsters that provide secure positioning

while still offering spaciousness and comfort. The instrument-panel, gauge cluster and center-console all face inward in a V-shape, making controls easily accessible.

Overall, the cabin has been lengthened for a more comfortable passenger experience with increased versatility. Utility is enhanced with reclining rear seats that split 60/40, providing more storage capacity. The panoramic moonroof remains standard in the new tC.

The new tC comes standard with an AM/FM/CD/USB audio system that features eight speakers. As with all Scion models, steering-wheel-mounted controls allow the driver to easily navigate through all of their music.

The new tC is also reinforced with key safety features and is expected to achieve top safety ratings. In addition to standard Anti-lock Brakes (ABS), the new tC also gains standard Vehicle Stability Control (VSC), traction control (TRAC), Electronic Brake Force Distribution (EBD) and Brake Assist (BA). Active front-headrests and eight airbags are also standard, including both driver and front-passenger knee airbags.

SCION iQ and tC PRELIMINARY SPECIFICATIONS

2011 SCION iQ

POWERTRAIN

Engine: 1.3-liter, 4-cylinder with Dual VVT-i

Drivetrain: Front-wheel drive

Transmission: Continuously Variable Transmission (CVT)

DIMENSIONS (inches)

Overall Length: 120.1

Overall Width: 66.1

Overall Height: 59.1

Wheelbase: 78.7

Seating Capacity: 4

2011 SCION tC

POWERTRAIN

Engine: 2.5-liter, 4-cylinder with Dual VVT-i

Drivetrain: Front-wheel drive

Transmission: 6-speed M/T or 6-speed A/T with Sequential-Shift

DIMENSIONS (inches)

Overall Length: 174.0

Overall Width: 70.7

Overall Height: 55.7

Wheelbase: 106.3

Seating Capacity: 5

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CONTACT:

Scion Public Relations

Craig Taguchi 310.468.3282

craig_taguchi@scion.com

Media Web site:

<http://www.ScionDimension.com>

<http://www.ScionNewsroom.com>

<http://www.HelloScion.com>

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