

Scion opens for business in Canada

TORONTO, Sept. 28 /CNW/ - The time is right: The wait is over. Scion rolls into Canada today, with 45 dealers in Montreal, Toronto and Vancouver, bringing vehicles and a new automotive experience to young, style-conscious Canadian drivers.

"There's a new demographic of drivers in Canada - younger drivers who demand a new type of vehicle and a new style of doing business. And today, they can finally get that from Scion," said Larry Hutchinson, Director of Scion in Canada. "Scion now offers a full line-up of distinctively styled, well-equipped models, a unique in-dealer and online experience, and a new business model designed to address the needs of a new generation."

The Scion experience launches in Canada's three culture capitals with plans to expand across the country - vehicle buyers will eventually find Scion in any Canadian city with a vibrant youth culture. For a full list of the 45 Canadian Scion dealers opening their doors today, please visit www.scionnation.ca/scion/dealers.

"As consumers, generation Y is becoming increasingly important and influential, not just to the automotive industry but in all market sectors," continued Larry Hutchinson. "Scion's reinvented, highly targeted grassroots and experiential marketing strategy is designed to engage this growing group of consumers by delivering unique brand experiences - both in person and online - that resonate with this critical mass of savvy, urban youth consumers."

The full line-up of 2011 models includes the performance oriented Scion tC Sport Coupe, the compact Scion xB utility vehicle, and the 5-door Scion xD subcompact hatch. Each appeals to different needs, but all are big on innovative features and fun, while delivering top safety features.

Distinctive vehicles: the Scion difference

Scion drivers want comprehensively equipped vehicles that are also high on design, performance and efficiency, at a price that leaves money left over to customize their ride and make it an expression of their lifestyle.

Scion vehicles come with a high standard level of equipment at a competitive price - air conditioning, power windows/locks/mirrors, premium Pioneer AM/FM/CP 6- or 8-speaker audio system, MP3/iPod outlets, sport seats and a list of safety features, just to name a few. With these fully loaded vehicles as a starting point, purchasers have the freedom to customize their ride and make them a true extension of personal style with more than 75 Scion Authorized Accessories, including a full line of Toyota Racing Development (TRD) performance gear.

For full details on each model, check out the 3D vehicle configurator on www.scionnation.ca.

About SCION Canada

Launched in September 2010, Scion in Canada is the exclusive Canadian distributor of Scion vehicles through a sales and service network of 45 dealers in Toronto, Montreal and Vancouver. The Scion lifestyle is urban, edgy and authentic; Scion vehicles maximize personal expression while delivering performance and style. For more information about Scion products and Scion lifestyle, visit www.media.ScionNation.ca.