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Scion iQ delivers big ideas in a small package at a price of \$16,760 that'll put a big smile on drivers' faces

Big value for money from a generous suite of standard features means you'll have coin for personalizing the world's smallest, safest, most urban savvy four-passenger vehicle available in November.

(TORONTO) – The Scion iQ – all new for 2012 – a premium micro subcompact that delivers big on agility, fuel efficiency, features, power, fun and safety.

“The Scion family is getting bigger, with the addition of the world's smallest four-person passenger car – the convention-busting iQ,” said Larry Hutchinson, Director of Scion in Canada. “Stylish and surprisingly comfortable the iQ offers an impressive list of standard features, including the world's first rear window curtain airbag. With a starting price of \$16,760 iQ drivers can still customize their iQ with Scion Authorized Accessories and make an individual statement.”

Like all Scion models, the 2012 Scion iQ will be offered in a single, well equipped model that delivers big ideas:

- **PERFORMANCE:** The Scion iQ's 1.3L 4-cylinder engine and continuously variable transmission delivers a class-leading 94 peak horsepower for confident acceleration, and a best-in-class fuel efficiency of just 5.1L/100KM (city highway combined), plus a Tier 2 Bin 5 Ultra Low Emissions Vehicle (ULEV II) rating. And for those narrow city streets and tight parking lots, the Scion driver enjoys a class-leading turning radius of just 3.9 meters.
- **TECHNOLOGY and INNOVATION:** Every Scion iQ features an innovative, compact air conditioning unit, electronic power steering system, front acoustic glass to reduce wind noise, an innovative “3+1” seating arrangement with extra slim front seatbacks for added rear legroom and comfort.
- **SAFETY:** The Scion iQ stands above the rest, with a class-leading 11 airbags, including the world's first rear-window curtain airbag, plus the Scion Star Safety System – a suite of six active safety technologies that help drivers avoid accident situations – window jam protection, LED brake lights, and more.
- **FEATURES:** The Scion iQ is remarkably well equipped with premium features Canadians will love, including: power adjustable exterior mirrors with integrated turn signals; leather wrapped steering wheel, power door locks with keyless entry; power windows with auto up/down function; a comprehensive instrument cluster including ECO Indicator, Multi-Information Display and Trip Computer; a six-speaker audio system with standard USB and auxiliary audio input jacks, steering wheel-mounted audio controls, plus a choice of audio head units for audiophiles; and more.

The 2012 Scion iQ goes on sale in November at 84 Scion dealers across Canada with a starting MSRP of just \$16,760.

About Scion

Launched in September 2010, Scion in Canada is the exclusive Canadian distributor of Scion tC,

xB and xD vehicles through a sales and service network of 84 dealers across Canada. All Scions come fully loaded with Scion's Star Safety System which includes active safety technologies, such as: Vehicle Stability Control, Traction Control, Anti-lock Brake Systems, Brake Assist, Smart Stop Technology and Electronic Brake-force Distribution. The Scion lifestyle is trendsetting, urban and authentic; Scion vehicles maximize personal expression while delivering performance and style.