

New Products, Previous Player - Scion Introduces New Vice President

September 24, 2015

TORRANCE, Calif. (Sept. 24, 2015) – In the early days of Scion, when xAs and xBs were flying out of dealers' showrooms, Andrew Gilleland was the National Field Operations Manager for the youth brand. He was responsible for working with dealers to ensure they embraced the new products and processes Scion offered.

Now, Scion is entering its teen years, and Gilleland is back as Vice President of Scion, once again encouraging dealers to sell its new models and investigate new methods to attract young buyers.

"Scion has sold nearly a million vehicles since I left in 2005 and I'm excited to be back leading this team," said Gilleland. "The iM 5-door hatchback and iA sports sedan arrived at dealerships earlier this month and the response has been great. New customers are drawn to the styling and value of our new cars, and we have a terrific opportunity to increase dealer engagement and sales."

In addition to promoting Scion's vehicles, Gilleland will oversee Scion's business efforts, including the expansion of Pure Process Plus which allows customers to participate in much of the sales process from the comfort of their couches. Currently, about 60 dealerships participate with a goal of 200 over the next few years.

Prior to joining Scion, Gilleland worked throughout Toyota's field sales organization in Chicago and Cincinnati. He also worked in the Lexus Southern Area office in Atlanta. Most recently he was the General Manager of Central Atlantic Toyota regional office.

Gilleland replaces Doug Murtha who will lead Corporate Strategy and Planning for Toyota in North America.

"Doug did a great job evolving the product line for Scion," said Toyota Division Group Vice President Bill Fay. "Now it's Andrew's charge to spread the message of the style and value of the iM and iA, as well as a third new vehicle that will be added to the line-up. This is an exciting time for Scion and we look forward to seeing more new customers added to the Toyota family."