

New Names and Bold Bodies Coming to Scion in 2015

January 07, 2015

Image not found or type unknown



TORRANCE, Calif., (Jan. 7, 2015) – Like many others, Scion has a New Year’s Resolution to debut an all-new body by spring. And not surprisingly, all eyes will be on its backside as Scion will be adding its first-ever sedan to its line-up.

The new sedan will be introduced in April at the New York International Auto Show along with the all-new Scion iM. The iM is the official name for the production version of the iM Concept car shown at the Los Angeles Auto Show in November.

Together, the two vehicles represent two of the three new models Scion will bring to market in the next three years aimed at independently minded 18-34 year olds. The trio will bring exciting options for Scion’s younger customers looking for vehicles to support both adventure and sensibility.

“With the iM hatchback and our first sedan, we’re inviting drivers to re-imagine what they can accomplish with a Scion,” said Scion Group Vice President Doug Murtha. “Both new models will stand out in the marketplace for their style and substance. I can confidently predict that 2015 will be an exciting year for Scion.”

Beyond the name, drivers can expect the production iM to carry forward some of the sporty looks and versatility displayed in the concept version. More details on both the production iM and sedan will be available in coming months. Information on the iM Concept is available at www.scion.com/iMConcept.

#