



KEY SELLING POINTS

1. Looks That Thrill
2. Sporty Fun
3. Tech That Connects
4. Peace of Mind
5. Unbeatable Value
6. Efficiency

WHAT'S NEW

Packaging

- The Scion iA sedan is all-new for 2016.

STYLE MEETS SUBSTANCE

- Scion's first-ever sedan
- Front-Wheel Drive (FWD)
- 1.5-liter DOHC 16-valve 4-cylinder
- 6-speaker Touch Screen Display Audio system with Bluetooth®² connectivity, HD Radio™³, and integration with Pandora®⁴, Aha™⁵ and Stitcher™⁶
- 7.0-in high-resolution touch screen display
- Two USB ports⁷ with iPod®⁸ connectivity
- Command Control Knob⁹



MODELS & COLORS

MODELS

TRIM	MODEL #	MSRP	TRANS.	ENGINE	CYL.
COUPE					
iA	6263	\$16,495 ¹	6-speed manual	1.5-liter DOHC 16-valve	4
iA	6262	\$17,595 ¹	6-speed automatic	1.5-liter DOHC 16-valve	4

COLORS

(For color samples go to <http://www.eshowroom.toyota.com>)

EXTERIOR (CODE)	INTERIOR (CODE)
Abyss (42M)	Black (23)
Frost (A4D)	Black (23)
Graphite (42A)	Black (23)
Pulse (41G)	Black (23)
Sapphire (44J)	Black (23)
Stealth (41W)	Black (23)
Sterling (38P)	Black (23)



FEATURES

FEATURES

	SCION iA
COMFORT & CONVENIENCE	
AIR CONDITIONER, HEATER & DEFROSTER	
Air conditioner	S
Rear window defogger	S
AUDIO, ENTERTAINMENT & NAVIGATION	
7-in. Display Audio with touch screen	S
Integrated AM/FM/ HD antenna	S
6 speakers and remote interface	S
Hands-free phone capability and music streaming via Bluetooth® ² wireless technology	S
Aha™ ⁵ , Pandora® ⁴ , Stitcher™ ⁶	S
Voice Recognition	S
2 USB ports ⁷ and an auxiliary audio jack	S
Standard backup camera ¹⁰ w/ gridlines	S
CONVENIENCE	
Remote Keyless Entry system w/ Push Start	S
Two years or 25,000 miles of no-cost Scion Service Boost ¹¹ . Two years of no-cost 24-hour roadside assistance.	S
CRUISE CONTROL	
Cruise control	S
DOORS	
Power door locks	S
INSTRUMENTATION	
Digital clock	S
Analog speedometer	S
Tachometer	S
Trip Meter	S



FEATURES

	SCION iA
MIRRORS & VISORS	
Power outside mirrors with LED turn signal indicators	S
Dual sun visors with vanity mirrors	S
SEATS	
Sport front bucket seats	S
Height-adjustable driver seat	S
60/40 split fold-flat rear seats	S
STEERING WHEEL	
Tilt/telescopic steering wheel with audio controls	S
TRIM - EXTERIOR	
Chrome grille surround	S
Chrome tailpipe	S
Piano-black bumper treatment	S
TRIM - INTERIOR	
Premium chrome accents	S
Soft-touch trim and surfaces	S
Two-tone seats	S
WINDOWS, GLASS & WIPERS	
Power windows w/driver-side auto up/down and jam protection	S
Variable front windshield wipers	S
SAFETY	
AIRBAGS	
Driver and front-passenger airbag system ¹²	S
Driver and front-passenger seat-mounted side airbags ¹²	S
Front and rear side curtain airbags ¹²	S
BRAKING	
Front ventilated disc brakes, 10.2" diameter; rear drum brakes, 7.9" diameter	S



FEATURES

	SCION iA
BRAKING (CONTINUED)	
Anti-lock Brake System (ABS)	S
Electronic Brake-force Distribution (EBD)	S
Brake Assist (BA)	S
Low-speed Pre-collision Safety System ¹³	S
Brake Override System	S
LIGHTS	
Multi-reflector halogen headlamps	S
Daytime Running Lights	S
SAFETY & SECURITY	
Anti-lock Brake System (ABS)	S
Electronic Brake-force Distribution (EBD)	S
Brake Assist (BA)	S
Dynamic Stability Control (DSC)	S
Brake Over-Ride System (BOS)	S
Traction Control (TCS)	S
Remote Keyless Entry system	S
Engine immobilizer	S
First-aid kit	S
SEATBELTS & CHILD RESTRAINT SYSTEM	
3-point seatbelts for all seating positions. Driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S
PERFORMANCE	
ENGINE	
1.5L DOHC 16-valve direct-injected 4-cylinder	S
106 hp @ 6000 rpm	S



FEATURES

	SCION iA
ENGINE (CONTINUED)	
103 lb.-ft. of torque @ 4000 rpm	S
EPA fuel economy: 31/41/35 M/T ¹⁴ , 33/42/37 AT ¹⁵	S
Regular unleaded fuel	S
STEERING	
Electric Power Steering (EPS)	S
Turning diameter: 32.2 ft.	S
SUSPENSION	
MacPherson® strut front suspension	S
Torsion-beam rear suspension	S
Front stabilizer bar (21 mm)	S
TRANSMISSIONS	
6-speed manual transmission (M/T model)	S
6-speed automatic transmission (A/T model)	S
WHEELS & TIRES	
16-in./5.5 alloy wheels	S
P185/60R16 all-season tires	S
Temporary spare tire	S
Tire Pressure Monitoring System (TPMS)	S
OPTIONS/PACKAGES	
No options or packages available for this trim.	



OPTIONS & PACKAGES

OPTIONS

CODE	MSRP	OPTION
		No options at this time

PACKAGES

CODE	MSRP	OPTION
		No options at this time



SPECIFICATIONS

SPECIFICATIONS

SCION iA	
FEATURE	
MECHANICAL/PERFORMANCE	
Engine	1.5-liter DOHC 16-valve
Displacement	1496cc
Bore x Stroke	76.0 x 82.6
Valvetrain	DOHC 16-valve 4-cylinder
Compression ratio	12.0 : 1
Horsepower	106 hp @ 6000 rpm
Torque	103 lb.-ft. @ 4000 rpm
Injection system	Direct Injection
Ignition system	Direct Ignition
Recommended fuel	Regular unleaded
Fuel tank capacity	11.6 gal.
Emission control	ULEV
TRANSMISSION	
6-speed manual	Gear Ratios
1st	3.581:1
2nd	1.904:1
3rd	1.290:1
4th	0.972:1
5th	0.795:1
6th	0.645:1
Reverse	3.454:1
Final drive	4.105:1



SPECIFICATIONS

	SCION iA
6-speed automatic	Gear Ratios
1st	3.529:1
2nd	2.025:1
3rd	1.348:1
4th	1.000:1
5th	0.742:1
6th	0.594:1
Reverse	2.994:1
Final drive	3.824:1
SUSPENSION	
Front	MacPherson® strut
Rear	Torsion beam
BRAKES	
Front/Rear, type & diameter	Front: ventilated disc (10.2 in.)/Rear: drums (7.9 in.)
WHEELS & TIRES	
Wheels	16"/5.5" alloy
Tires	185/60R16 all-season
Spare	Temporary
INTERIOR DIMENSIONS	
Head room (front/rear)	38.2/36.8 in.
Leg room (front/rear)	41.9/34.4 in.
Hip room (front/rear)	48.6/49.5 in.
Shoulder room (front/rear)	53.1/50.0 in.
EPA Cargo Volume	13.49 cu. ft.
Passenger volume	85.9 cu. ft.
Passenger capacity	5



SPECIFICATIONS

	SCION iA
EXTERIOR DIMENSIONS	
Overall length	171.7 in.
Overall width	66.7 in.
Overall height	58.5 in.
Wheelbase	101.2 in.
Track (front/rear)	58.9/58.5 in.
Curb weight	M/T: 2385; A/T: 2416 lbs.
Steering	Electric Power Steering (EPS)
Turning diameter	32.2 ft.
EPA estimated fuel economy (mpg) city/highway/combined	31/41/35 M/T, 33/42/37 A/T
WARRANTIES	
Basic	36 months/36,000 miles
Powertrain	60 months/60,000 miles
Corrosion perforation	60 months/unlimited miles
Accessories (deleted "Warranty")	36 months/36,000 miles
Complimentary Scion Service Boost	2-year or 25,000-mile Factory-Scheduled Maintenance, 2-year 24-hour Roadside Assistance



2016 SCION iA

COMPETITIVE COMPARISONS

FEATURE	2016 SCION iA	2015 HYUNDAI ACCENT GLS	2015 FORD FIESTA SE
COST			
MSRP	\$16,495 M/T ¹ \$17,595 A/T ¹	\$14,745 M/T \$15,745 A/T	\$15,195 (Sedan M/T) \$16,290
Destination Charge	\$795	\$825	\$875
WARRANTIES			
Basic Warranty (Months/Miles)	36/36,000	60/60,000	36/36,000
Powertrain Warranty (Months/Miles)	60/60,000	120/100,000	60/60,000
Corrosion Perforation Warranty (Months/Miles)	60/Unlimited (Perforation only)	84/Unlimited (Perforation only)	60/Unlimited (Perforation only)
MECHANICAL FEATURES			
Engine	1.5L DOHC 16-valve	1.6L DOHC 4-cylinder GDI engine with D-CVVT	1.6L 16-valve Ti-VCT I-4 Opt. 1.0L EcoBoost® I-3
Cylinders	4	4	Standard: 4 Optional: 3 w/turbo
Drive type	FWD	FWD	FWD
Fuel capacity	11.6 gal.	11.4 gal.	12.4 gal.
Fuel Economy (city/highway)	31/41/35 M/T ¹⁴ 33/42/37 A/T ¹⁵	27/38/31 M/T 26/37/30 A/T	28/36/31 M/T 27/37/31 A/T 1.0L EcoBoost® 31/43/36
Fuel type	Regular unleaded	Regular unleaded	Regular unleaded
Horsepower (hp @ rpm)	106 hp @ 6000 rpm	137 @ 6300 rpm	120 @ 6350 Opt.: 123 @6000
Torque (lb.-ft. @ rpm)	103 @ 4000 rpm	123 @ 4850 rpm	112 @ 5000 Opt. 125 @ 2500
Transmission	6-speed manual/6-speed automatic	6-speed manual/6-speed automatic with SHIFTRONIC®	5-speed manual/PowerShift 6-speed automatic with SelectShift (Optional/N/A on EcoBoost)
INTERIOR FEATURES			
Bluetooth® ²	Standard hands-free	Optional hands-free	Optional SYNC with



2016 SCION iA

COMPETITIVE COMPARISONS

FEATURE	2016 SCION iA	2015 HYUNDAI ACCENT GLS	2015 FORD FIESTA SE
	phone capability and music streaming via Bluetooth ^{®2} wireless technology	phone capability	hands-free calling
Audio system	Standard Scion iA Display Audio system with AM/FM/HD Radio ^{TM3} , 7-inch touch screen, voice recognition, Aha ^{TM5} , Pandora ^{®4} , Stitcher ^{TM6} , 6 speakers and Remote Commander Knob ⁹	AM/FM/SiriusXM (3-month complimentary trial)/CD/MP3 audio system	AM/FM/CD/MP3
Speakers/Sound System	6 speakers	6 speakers	6 speakers
Satellite radio	N/A	Standard (requires subscription after trial)	Optional
HD Radio ^{TM3}	Standard	N/A	N/A
iPod ^{®8} connectivity	2 USB ports ⁷ and AUX audio jack	iPod/USB and auxiliary input jacks	2 USB ports and AUX audio jack
Heated/cooled seats	N/A	N/A	Optional heated front seats
Keyless ignition	Remote Keyless Entry system w/Push-Button Start	N/A	N/A – SE Sedan
Navigation	Optional	N/A	Optional Navigation System with SiriusXM Traffic and Travel Link
Parking assistance	Rear-view backup camera ¹⁰	N/A	N/A – SE Sedan
Seating capacity	5	5	5
Upholstery	Cloth	Standard cloth Optional upgraded cloth w/Style Pkg.	Sport cloth w/embossed seat design
EXTERIOR FEATURES			
All-season tires	YES	YES	YES
Power glass sunroof	N/A	N/A	N/A
Wheel size (in.)	16	14 (16 optional)	15 (16 optional)



COMPETITIVE COMPARISONS

FEATURE	2016 SCION iA	2015 HYUNDAI ACCENT GLS	2015 FORD FIESTA SE
Tire size	P185/60R16	P175/70R14 / P195/50R16	P185/60R15 Optional: P195/50R16
Wheels	Alloy	Steel Optional 16" alloy	15" steel with silver-painted covers (standard on S and SE EcoBoost® Fuel Economy Package) / 15" sparkle silver-painted aluminum (standard on SE) / 16" sparkle silver-painted aluminum (standard on SE Appearance) / 16" 8-Spoke Black Machined Wheel (optional on SE and SE Appearance)
SAFETY FEATURES			
Anti-lock Brake System (ABS)	Standard	Standard	Standard
Anti-theft system	Standard	Remote keyless entry system with alarm – Standard	Standard
Child seat anchors	LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	LATCH (Lower Anchors and Tethers for CHildren) – Standard	LATCH (Lower Anchors and Tethers for CHildren) – Standard
Side-curtain airbags ¹²	Front and rear side-curtain airbags ¹²	Front and rear side-curtain airbags	Front and rear side-curtain airbags
Stability Control	Standard	Standard	Standard w/AdvanceTrac® Electronic Stability Control
Traction Control	Standard	Standard	Standard
MEASUREMENTS			
Head room (front/rear) (in.)	38.2/36.8	39.9/37.2	39.1/37.1 (Sedan)
Hip room (front/rear) (in.)	48.6/49.5	51.3/47.2	50.6/49.2



2016 SCION iA

COMPETITIVE COMPARISONS

FEATURE	2016 SCION iA	2015 HYUNDAI ACCENT GLS	2015 FORD FIESTA SE
Leg room (front/rear) (in.)	41.9/34.4	41.8/33.3	43.6/31.2
Shoulder room (front/rear) (in.)	53.1/50.0	53.7/53.4	52.7/49.0
Width (in.)	66.7	66.9	67.8/77.8/71.6 (mirrors excluded/included/folded in)
Height (in.)	58.5	57.1	58.1
Length (in.)	171.7	172	173.5 (Sedan)
Front/Rear track (in.)	58.9/58.5	59.3/59.5 (14" wheels), 58.6/58.8 (16" wheels)	57.7/57.0
Wheelbase (in.)	101.2	101.2	98
Cargo capacity (cu. ft.) ¹⁶	13.49	13.7	12.8 (Sedan)
EPA interior volume (cu. ft.)	85.9	89.7	85.1
Curb weight (lbs.)	2385 M/T 2416 A/T	2480 M/T 2546-2601 A/T	2578 M/T 2628 A/T



2015 HYUNDAI ACCENT GLS



KEY ADVANTAGES

- **Upscale Standard Features:** iA is equipped with standard features that are simply not available on Accent GLS, such as Push-Button Start, rear-view backup camera¹⁰, Low-speed Pre-Collision System¹³ and Progressive Braking System, Bluetooth^{®2} hands-free phone capability and a tilt/telescoping steering wheel.
- **Advanced Audio:** While Accent's audio system with standard SiriusXM[®] radio looks nice, it's older technology compared to iA's 7-inch Touch Screen Display Audio System with remote interface, voice recognition and apps for Aha^{™5}, Stitcher^{™6} and Pandora^{®4}.
- **Higher EPA-Estimated Fuel Economy:** Equipped with a manual transmission, iA is rated 31 mpg city, 41 highway and 35 combined¹⁴, compared to Accent's 27/38/31. With an automatic transmission, the difference is even greater. iA is rated at 33 city, 42 highway and 37 combined¹⁵ compared to Accent's 26/37/30.
- **Outstanding Safety Features:** iA adds safety features that Hyundai wishes they could include on Accent, such as Low-speed Pre-Collision System¹³, Progressive Braking System, rear-view backup camera¹⁰ and swept-back A-pillars for enhanced driver visibility
- **No-Cost Maintenance Plan:** iA comes standard with Scion Service Boost¹¹, which provides two years or 25,000 miles of a no-cost maintenance plan and 24-hour roadside assistance¹¹. While Accent comes standard with roadside assistance, it doesn't offer complimentary scheduled maintenance.

HYUNDAI ACCENT GLS CHALLENGES

- Accent has 31 more horsepower than iA
- Accent's powertrain warranty is 84/100,000 vs. iA's 60/60,000
- Accent has standard SiriusXM[®] radio



2015 FORD FIESTA SEDAN SE



KEY ADVANTAGES

- **Upscale Standard Features:** iA is equipped with standard features that are simply not available on Fiesta SE sedan, such as Push-Button Start, rear-view camera¹⁰, Low-speed Pre-Collision System¹³, Progressive Braking System and Bluetooth^{®2} hands-free phone capability.
- **Advanced Audio:** While Fiesta's audio system looks nice, it is older technology compared to iA's 7-inch Touch Screen Display Audio System with remote interface, voice recognition and apps for Aha^{TM5}, Stitcher^{TM6} and Pandora^{®4}. If buyers want iA's audio capabilities on a Fiesta SE sedan, they have to upgrade to SYNC[®] with MyFord Touch[®] for an additional \$995.
- **Higher EPA-Estimated Fuel Economy:** Equipped with a manual transmission, iA is rated 31 mpg city, 41 highway and 35 combined¹⁴, compared to Fiesta with 28 mpg city, 36 highway, 31 combined. With an automatic transmission, the difference is even greater, with iA's 33 mpg city, 42 highway and 37 combined¹⁵ vs. Fiesta's 27/37/31.
- **More Space Inside and Out:** iA has a significantly longer wheelbase (101.2") than Fiesta sedan (98") and a wider track (58.9"/58.5" front/rear vs. 57.5"/57.0"). The result? A smoother ride and more confident handling. What's more, iA has a bigger trunk—13.49 cu. ft¹⁶. vs. Fiesta's 12.8 cu. ft.
- **No-Cost Maintenance Plan:** iA comes standard with Scion Service Boost¹¹, which provides two years or 25,000 miles of no-cost maintenance plan and 24-hour roadside assistance¹¹. While Fiesta comes standard with roadside assistance, it doesn't offer complimentary scheduled maintenance.

2015 FORD FIESTA SEDAN SE CHALLENGES

- Fiesta has 14 more horsepower than iA
- Fiesta has an optional power glass sunroof ; iA does not
- Fiesta has optional heated front seats; iA doesn't



DISCLAIMERS

- 1 MSRP as of 6/29/15 includes the Delivery, Processing and Handling Fee of \$795 for Scion cars. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Scion's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Scion provides as well as Scion's overall pricing structure. Scion may make a charge on the Delivery, Processing and Handling Fee.) The Delivery, Processing and Handling Fee will be higher in AL, FL, GA, NC, SC, AR, LA, MS, OK and TX. Excludes taxes, license, title and accessories or other optional equipment. Dealer price will vary.
- 2 The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Scion is under license. A compatible Bluetooth enabled phone must first be paired. Phone performance depends on software, coverage & carrier.
- 3 HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- 4 PANDORA®, the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission.
- 5 Aha™ Radio is a trademark of Harman International Industries Inc. Apps/services vary by phone carrier & are subject to change. Data charges may apply.
- 6 Stitcher™ Smart Radio is a registered trademark of Stitcher, Inc.
- 7 May not be compatible with all WMA/MP3 players and like models.
- 8 iPod® is a registered trademark of Apple, Inc. All rights reserved.
- 9 Always drive safely, obey traffic laws & focus on the road while driving.
- 10 The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.
- 11 Scion Service Boost covers normal factory scheduled service for two years or 25,000 miles, whichever occurs first. Excludes those items listed in the Maintenance Guider under Special/Severe Operating Conditions. Roadside Assistance does not include parts and fluids, except emergency fuel delivery. Available only in the continental U.S. and Alaska.
- 12 All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.
- 13 The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your Owner's Manual for further information.
- 14 2016 Scion iA with 6-speed manual transmission EPA 31/city, 41/hwy, 35/comb MPG estimates. Actual mileage will vary.
- 15 2016 Scion iA with 6-speed automatic transmission EPA 33/city, 42/hwy, 37/comb MPG estimates. Actual mileage will vary.
- 16 Cargo and load capacity limited by weight and distribution.