



SCION FACT SHEET – CANADA

2003 US Launch	<ul style="list-style-type: none"> • June – Scion starts selling 2003 xA and xB in California. • September – Scion expands to East Coast and subsequently rolls out throughout the nation
2004	<ul style="list-style-type: none"> • July – Scion introduces 2005 tC which has the look of a sport coupe with the functionality of a hatchback
2007	<ul style="list-style-type: none"> • August – 2008 xD urban five-door subcompact replaces xA
2010 Sales: 679	<ul style="list-style-type: none"> • October – Scion launches in Canada and begin sales of xD, xB and tC
2011 Sales: 4720	<ul style="list-style-type: none"> • April – FR-S concept shown at New York International Auto Show • October – 2012 Scion iQ premium micro sub-compact car goes on sale
2012 Sales: 5783	<ul style="list-style-type: none"> • April – 2013 FR-S sports car speeds into the Scion line-up • September – Scion launches “What Moves You” ad campaign
2013 Sales: 4978	
2014 Sales: 3962	
2015 Sales: 4659	<ul style="list-style-type: none"> • July – Scion dealership expansion increases total Canadian dealership network from 95 to 146 (60 per cent of Toyota dealerships in Canada have dedicated Scion displays) • September – Scion iM 5-door hatchback added to line-up

SCION SALES HISTORY							
2010-2015							
	2010	2011	2012	2013	2014	2015	TOTAL
FR-S			1470	1825	1559	1329	6183
iM						943	943
iQ		8	1045	493	315	277	2138
tC	233	2045	1508	1485	1179	1135	7585
xB	367	1529	1086	808	651	948	5389
xD	79	1138	674	367	258	27	2543
TOTAL SCION	679	4720	5783	4978	3962	4659	24781
CUMULATIVE	679	5399	11182	16160	20122	24781	

###