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## FIRST DRIVE



The 2016 iM marks a major effort to break in to the compact hatchback market and also to assert itself in the hearts and minds of youthful buyers.

# Scion iM drives into compact hatchback core

By Jim Robinson  
Metroland Media

**CALGARY, AB:** Scion is literally putting all its compact hatchback eggs into one basket with the 2016 iM.

The iM is what's called a mono-

trim model. Except for a six-speed manual or seven-step CVT automatic transmission, all iMs in Canada will be identical, not counting a choice of six colours.

What you see is what you get.

It's an interesting marketing

tactic, considering Scion has not exactly set the world on fire in Canada.

But Scion Canada feels the iM is positioned to be the "core" model for a brand.

This starts with referring to iM

as a "Scion by Toyota," the inference being it has all the virtues such as reliability and residual value that have made Toyota what it is today.

Then it is a compact hatchback. About the only other hatchback

the company makes is the Prius hybrid or sub-compact Yaris.

iM fills a major void in the Toyota-Scion-Lexus syllabus created when the much loved; Cambridge-built Toyota Matrix (2003-2014)

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