

# TOYOTA IST

## Revolution on wheels

The early 2000s car industry was met with a remarkable revolution as the gas-thirsty performance vehicles of the prior years, often a symbol of masculinity, gave way to more economic and modest cars. The move in the nascent days of the new century was catalysed by a complex interplay of socio-economic factors and evolving factors.

## A Vision

"Fortune favors the prepared mind." - Louis Pasteur. In 2002, Toyota introduced to the world the Toyota Ist. The emergence of the tech industry and the rise of the internet brought about a new generation of consumers. Young professionals and urban dwellers began to prioritize practicality and efficiency over pure horsepower. The Toyota Ist was designed to cater to the needs of young and urban drivers, providing them with a compact and stylish car that could effortlessly navigate the bustling city streets.

## Distinctive Design: A Blend of Styles

The Toyota Ist was more than just a compact car; it embodied the fusion of SUV-like styling and wagon-like roominess. With a wide front grille, thick horizontal bars, large 15-inch tires, and extended wheel arches, it had a unique and dynamic exterior. The design not only turned heads but also offered practicality and versatility.

## Modesty under the Hood

The effects of the 1970s oil crisis still lingered fresh in consumers' minds and so modesty was engineered to the core of its development process. Under the hood, the Ist came with a choice of a 1.3-liter or a 1.5-liter engine, available in both FWD and 4WD options. Its Super ECT transmission ensured a smooth and efficient drive. Its sturdy body structure, thanks to the Global Outstanding Assessment process, prioritized safety in collisions with larger vehicles.

## The Global Reach

This versatile car found its way to various corners of the globe. In the United States, it was known as the Scion xA and Scion xD. In the Middle East, it adopted the name Toyota xA. For Europe and Latin America, it transformed into the Toyota Urban Cruiser, making its mark as the sixth brand to use the Vitz as its base model.

## Farewell

The Ist had a remarkable journey but it came to a close. Production ceased in March 2016, and in April of the same year, sales were discontinued in Japan. In retrospect, the Toyota Ist redefined the compact car segment and left an indelible mark on the automotive world. The Ist paved the way for the Yaris Cross in 2020, carrying forward Toyota's legacy of innovation and style.