

Scion Brings Speedhunters' Tuner Challenge-Winning FR-S to Chicago Auto Show

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CHICAGO, (Jan. 30, 2015) – The winning vehicle of Scion’s 10th annual Tuner Challenge is coming to the 2015 Chicago Auto Show. The Speedhunters-designed “Maximum Attack” Scion FR-S makes its first public appearance since November when it was crowned winner of the Scion Tuner Challenge at the Specialty Equipment Market Association (SEMA) Show in Las Vegas.

The “Maximum Attack” FR-S features a 1970s look with incorporation of racing heritage, taking on the number 86. From its participation in the 2014 Scion Tuner Challenge, where media partners were given 90-days and \$15,000 to transform a stock Scion FR-S Release Series 1.0, the Speedhunters team gave the vehicle a custom louvre treatment with an IMSA style look. The visual standout on their design is overfenders as part of a special edition kit designed by Kei Miura.

Elsewhere in its Chicago exhibit, Scion is using social media technology to interact with consumers. The Scion Swag Machine is the world’s first Instagram-powered, near field communication (NFC) – enabled vending machine. The machine engages visitors by rewarding them with prizes for taking images with their mobile devices and posting to social media with a special Scion event-specific hashtag. The posting triggers the web-connected machine to release one of the variety of giveaways inside.

“Scion seeks to engage and connect with consumers in different ways, so we designed our exhibit to do just that,” said Landy Joe, Auto Shows and Special Events Manager at Scion. “We use hot, eye-popping concepts and leverage the power of technology to showcase our vehicles in an entertaining way.”

The Scion Live Drive returns to the Chicago Auto Show, offering eligible show attendees an opportunity to test drive a variety of Scion’s distinctive vehicles on a specially-designed street course adjacent to McCormick Place. The Scion Live Drive originates from the lobby of the North Building on Level 1. Featured vehicles are the award-winning FR-S sports car, the iconic xB urban utility vehicle, and the sporty tC coupe on roads. The driving experience is free auto show attendees. Each drive averages between five to ten minutes in duration. The Scion Live Drive takes place from Feb. 14-22 from 9:00 a.m. to 6:00 p.m. daily, dependent upon weather conditions. Participants in the drive must be age 21 or older and have a valid driver’s license. Passengers must be at least 8 years of age and accompanied by a parent or guardian. Drivers will be accompanied onboard by a Scion “right seat driver,” who will help navigate the route.

Scion will feature its full lineup of exciting youth-oriented vehicles in its exhibit, including Release Series vehicles: FR-S 1.0, and tC 9.0. The Scion tC Release Series 9.0 arrives in dealerships this month as a limited edition two-tone version of the popular sports coupe that was designed in conjunction with Jeremy Lookofsky of Cartel Customs. It features a unique black and magma exterior, an aero kit designed by Cartel Customs, a center exhaust, a Smart Key with Push Button Start featuring the “Cartel Logo” and orange front seat belts.