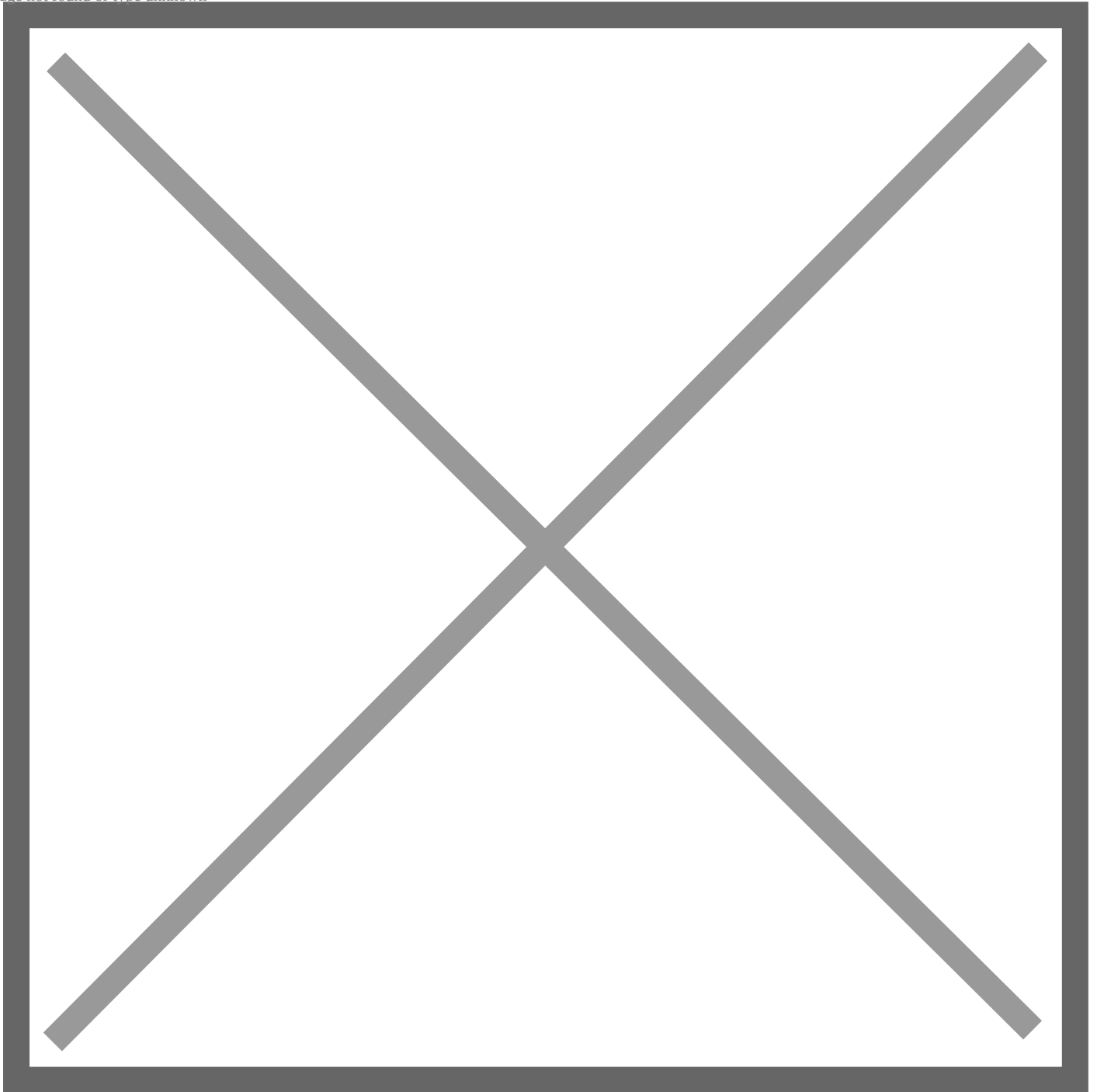


Scion xB Release Series 10.0 Infused With Techie Style

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TORRANCE, Calif., (April 10, 2014) – Digital design never drove so well. Scion will debut the xB Release Series 10.0 at the New York International Auto Show on Wednesday, April 16, bringing together the inspiration and functionality of modern technology.

“The xB Release Series 10.0 gets a fun, technology influence with wireless charging, a backup camera and an exclusive, modern appearance to inspire drivers,” said Scion Vice President Doug Murtha. “A culture of customization and passion already surrounds the xB, and Scion is delivering this unique series to further encourage fans to make these distinctive vehicles their own.”

Just 1,500 limited edition models will feature Electric Quartz paint, a pearl white with subtle green highlights. Green highlighting continues inside the xB with custom colored seats with accent stitching and door inserts. The tech-driven look is carried further with three unique projections: a Scion logo from the rear bumper to the ground, “xB RS 10.0” on the driver’s side interior carpet and the sequential number of the specific vehicle projected onto the passenger side floor.

Enhancing the in-car technology, the xB Release Series 10.0 will come standard with a backup camera and conductive wireless charging. The standard Scion Display Audio System in all 2014 Scion models features a 6.1-inch LCD touchscreen, AM/FM/CD/HD Radio™ technology, hands-free phone capability, music streaming via Bluetooth® wireless technology and AUX/USB port with iPod® connectivity.

Other unique features in the xB Release Series 10.0 include:

- Piano black interior accents on the center console, steering wheel and vent rings
- Illuminated door sills with the Scion name
- Custom floor mats with “xB Release Series 10.0” in white stitching
- Tungsten Gray colored wheel caps
- Illuminated center console cup holders

The xB RS 10.0 model will carry a manufacturer’s suggested retail price (MSRP) of \$20,420, available with an automatic transmission only. The price excludes the delivery, processing and handling (DPH) fee of \$755. The vehicles will be available in dealerships this summer.

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