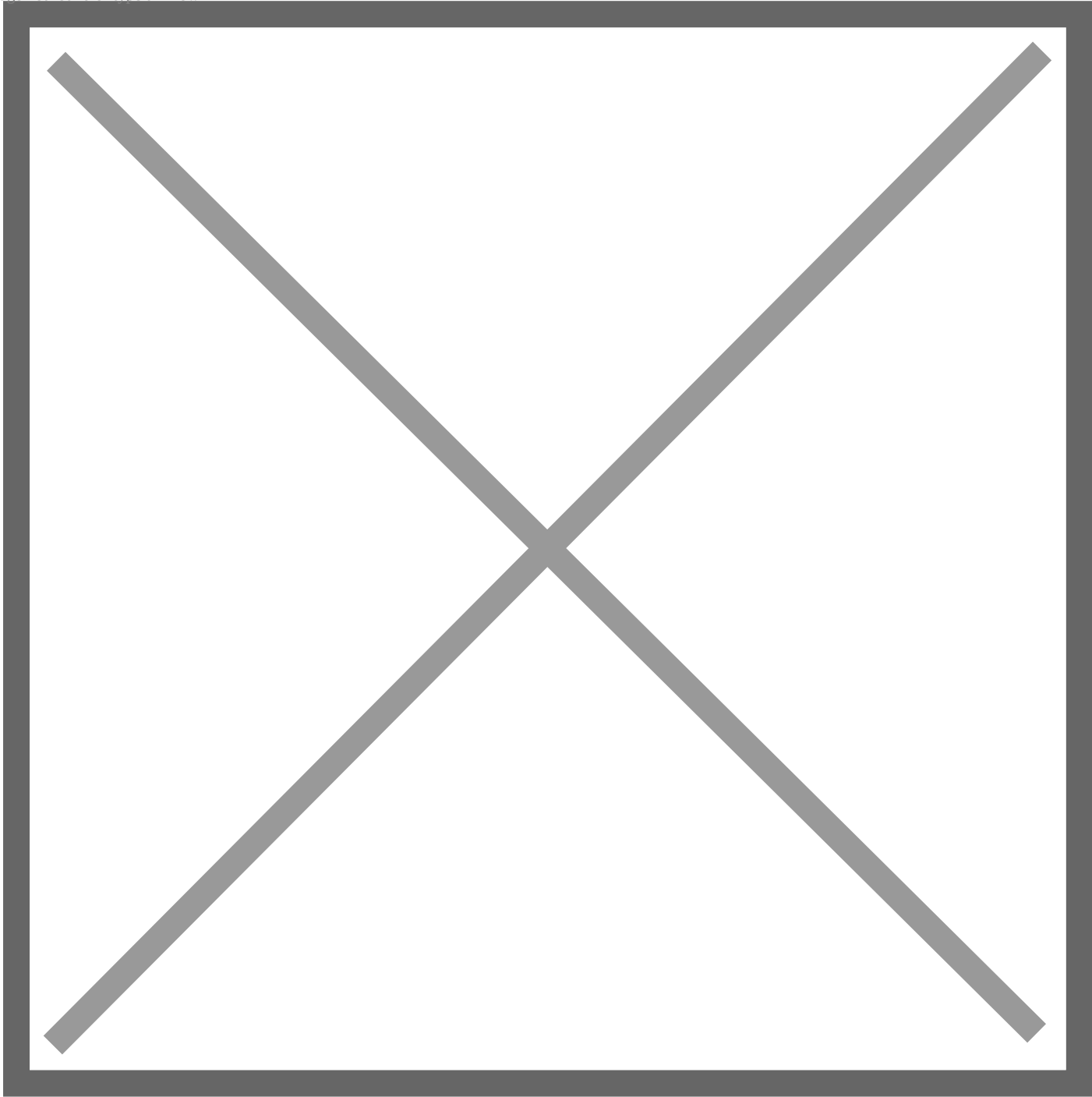


Heritage Inspires First Scion FR-S Release Series

April 16, 2014

Image not found or type unknown



TORRANCE, Calif., (April 16, 2014) – Scion FR-S fans, get ready for a modern take on the sports coupe's racing roots. Scion revealed its FR-S Release Series 1.0 at the New York International Auto Show today, drawing on track heritage and the expertise of Toyota Racing Development (TRD).

The FR-S Release Series 1.0 will contain just 1,500 vehicles with a collection of enhanced features, including a custom-designed aero kit with a rear spoiler and side fender garnish. Additional highlights include the TRD Quad Tip Exhaust System, TRD lowering springs and Smart Key with Push Button Start. If all those additions aren't enough to turn heads, the bright Yuzu exterior paint color will definitely catch some attention.

"It's fitting that the first Scion FR-S Release Series draws on the rich motorsports history that inspired the FR-S design while standing out in new ways that will excite our drivers," said Scion Vice President Doug Murtha. "FR-S enthusiasts will appreciate the side spoilers and lowered stance that deliver a look and feel meant for the track, at a price meant for them."

The series vehicles will come with either six-speed manual transmission or a six-speed automatic transmission with paddle shifters and Dynamic Rev Management® technology. The manufacturer's suggested retail price (MSRP) will start under \$30,000, excluding the delivery, processing and handling (DPH) fee of \$755.

Additional FR-S Release Series 1.0 features include:

- TRD steering wheel
- TRD shift knob
- Black seats with T-pattern
- HID headlamps with LED daytime running lights
- Dual auto AC
- TRD logo cargo mat

Each vehicle will feature its sequential release series badge (1 of 1500) inlaid on its brushed aluminum shifter surround plate. The cars are expected to arrive in dealerships in August.

For more information about the FR-S Release Series 1.0, visit www.scion.com/FRSRS.

###