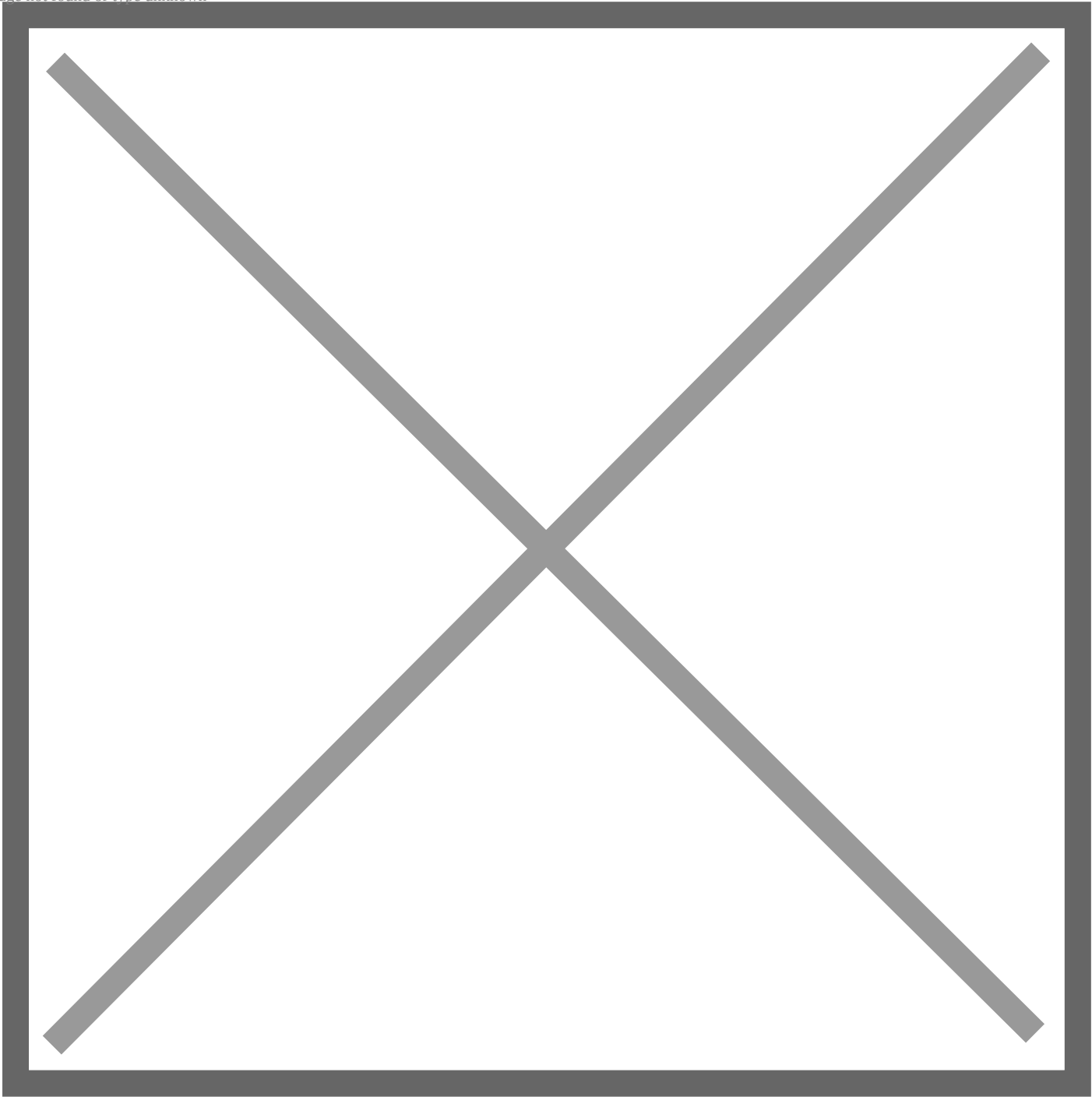


Scion Announces Pricing for 2011 xD Release Series 3.0

October 07, 2010

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2011 Scion xD Release Series 3.0 001

TORRANCE, Calif., Oct. 7, 2010 – Scion announced pricing today for its first limited-production vehicle of the 2011 model year, the xD Release Series 3.0 (xD RS 3.0). This exclusive five-door urban subcompact will begin arriving in dealerships this month.

The xD RS 3.0 comes fitted with a four-piece body kit including front and rear lower lips along with side skirts. The body kit adds assertive styling and is exclusive to the xD RS 3.0. The xD comes painted in a distinctive color appropriately named xPRESSO, which is not currently offered on any other Scion model.

To complete the stylish exterior, the xD RS 3.0 is equipped with B-pillar appliques that are constructed from genuine carbon fiber material and feature the xD RS logo.

Only 1,500 units of the xD RS 3.0 will be built, and each vehicle comes with a unique, individually numbered stainless-steel badge. The xD RS 3.0 model will carry a manufacturer's suggested retail price (MSRP) of \$16,905 with a manual transmission, and \$17,705 with an automatic transmission.

The delivery, processing and handling (DPH) fee for all Scion models is \$720 and is not included in the MSRP. DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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