

Scion Announces Pricing for xB Release Series 8.0

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Will Debut at the 2010 Los Angeles Auto Show

TORRANCE, Calif., Nov. 17, 2010 — Scion announced today that it will be displaying its latest limited-production vehicle, the 2011 xB Release Series 8.0 (xB RS 8.0), in the Scion booth at the Los Angeles Auto Show, Nov. 17-28, 2010. The xB RS 8.0 will begin arriving in dealerships later this month.

The xB RS 8.0 comes fitted with a four-piece body kit designed by Kenstyle, including aggressive front and rear lower lips and side skirts. The xB comes painted in a vibrant color called Voodoo Blue, which is not currently available on any other Scion model. A color-keyed rear spoiler will be available as an option.

One of the most unique elements of the xB RS 8.0 is its sunroof, which features power tilt and slide function not currently available on regular xB models. The interior includes seats and door-panel trim covered in an exclusive black fabric with blue color-tuned highlights to complement the exterior. This Release Series comes equipped with unique floor mats embroidered in blue with the “xB RS 8.0” logo.

Only 2,000 units of the xB RS 8.0 will be built, and each vehicle comes with a unique, individually numbered Release Series badge illuminated in blue. The xB RS 8.0 will carry a manufacturer’s suggested retail price (MSRP) of \$18,405 with a manual transmission, and \$19,355 with an automatic transmission. A limited supply of the available color-matched rear spoiler will be available to xB RS 8.0 owners with a MSRP of \$320, not including installation.

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.

Learn more about the xB RS 8.0 by logging on to <http://www.scion.com/rsxb>. Put the Voodoo Blue xB under a spell with “YouDo VooDoo” where you can click on a variety of spells to see the xB growl like an animal, grow huge, levitate and spin in the air.

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