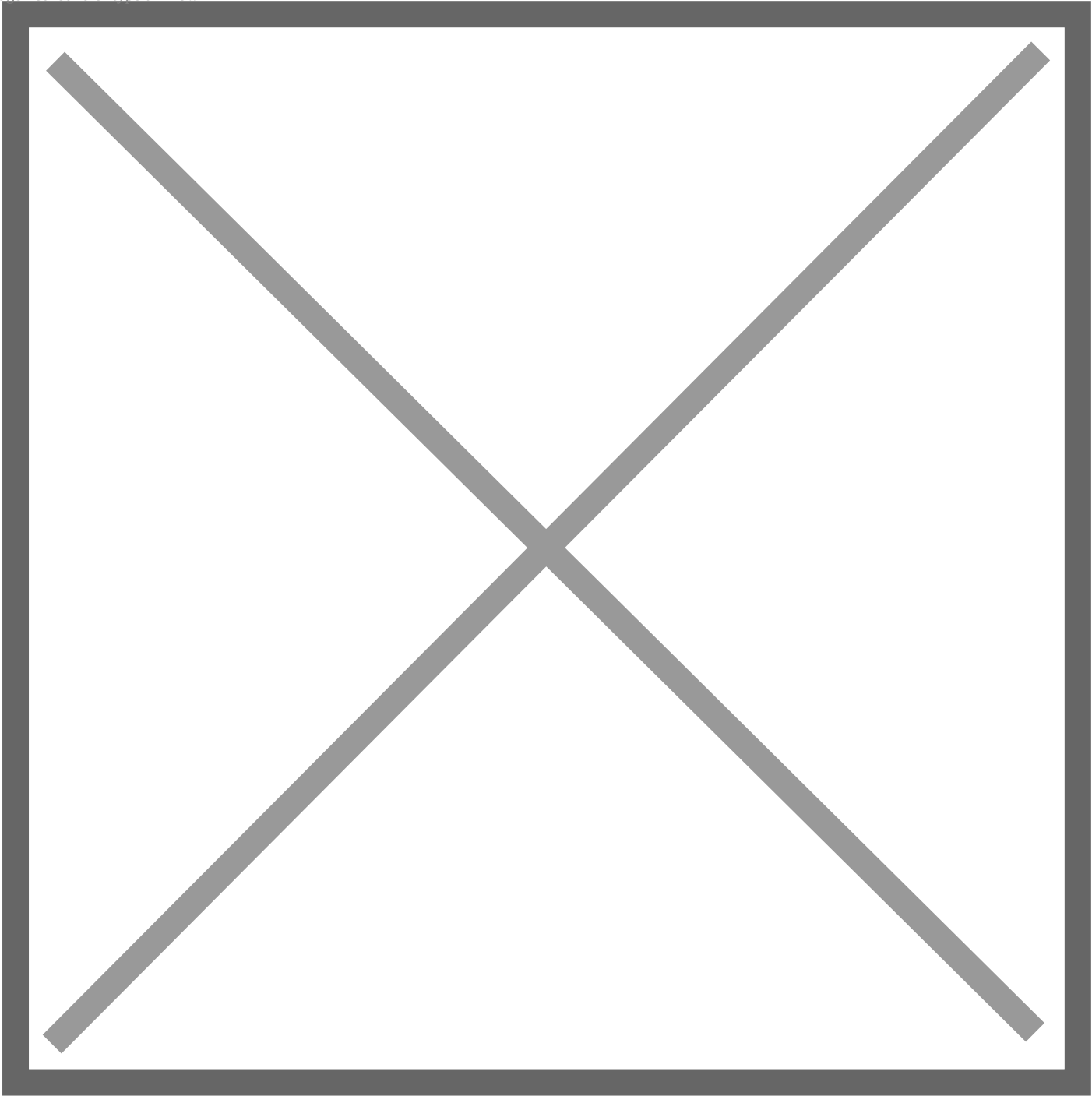


Scion tC Sports Coupe Blends Style and Refinement

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001 2010 Scion tC

The fun-to-drive Scion tC brings youthful style and upscale refinement to the sporty subcompact segment and enters the 2010 model year with one new exterior color, Nautical Blue Metallic which replaces Blue Ribbon Metallic. tC continues to bring value to the Scion lineup with its generous standard content and EPA fuel economy estimates of 20 city/27 highway for the manual transmission and 21/29 for the automatic.

Distinctive Scion Coupe

The tC's front fascia is distinguished by an upper grille, lattice lower grille and projector-type low-beam headlights with black trim in front. Graceful lines flow from the headlights, across the beltline to the rear taillights with round combination lamps.

The tC delivers 161 horsepower with a 2.4-liter double overhead-cam four cylinder engine with Variable Valve Timing with intelligence (VVT-i). As a low emissions vehicle, the tC features a five-speed manual transmission or an available electronically controlled four-speed automatic transmission.

A 106.3-inch wheelbase and 69.1-inch wide stance facilitate roominess and ride comfort while the tC's suspension – four-wheel independent, MacPherson strut front and double-wishbone rear – adds responsive handling to the fun-to-drive package.

The tC features standard four-wheel anti-lock disc brakes with electronic brake-force distribution (EBD). A two-step brake booster increases power assist in proportion to pedal force to provide precise pedal feel. The anti-lock brake system (ABS) helps to prevent the wheels from locking during severe braking maneuvers, while EBD monitors differences in front- and rear-wheel speeds and distributes optimal braking force to all four wheels.

Safety

Like all Scions, the tC comes standard with front dual stage airbags, front seat-mounted side airbags, front and rear side curtain airbags, tire pressure monitor system, headrests, three-point seatbelts in all five seating positions and a first aid kit. The tC also features a driver's knee airbag.

Scion Sound

The tC features a standard 160-watt maximum output Pioneer AM/FM/CD audio system with iPod connectivity. This head unit integrates track, artist and album information from the iPod into a one-line display on the head unit's screen. Connectivity is achieved by simply plugging the iPod into a port via a connector cable, while the car's stereo system provides outstanding sound quality and constant power to the iPod. Music is controlled through the head unit and steering wheel audio controls. A standard auxiliary port also allows users to listen to their portable music collection through the tC's Pioneer speakers and subwoofer.

The tC's optional Pioneer premium audio system adds several more features to the standard head unit including

the ability to download "skins" to play on the organic electroluminescent (OEL) faceplate. Customers can download images, four-second video clips and eight-second movies from Pioneer's website. In addition, Pioneer software allows customers to personalize their head unit by burning their own images and movies onto a CD and uploading them onto the available head unit.

Since many Scion customers add in-car entertainment systems to their vehicle, the optional premium audio system comes with outputs in the rear of the head unit allowing for the addition of external amps to boost power to additional speakers and subwoofers. All head unit features remain unchanged if this feature is used.

Both the standard and premium head units retain key Scion audio system features such as Scion Sound Processing (SSP) where listeners can choose from three pre-set equalizer settings, satellite radio compatibility, a user-customizable welcome screen, MP3 and WMA capability, Automatic Sound Leveling (ASL) and Sound Retouch Technology (SRT), which provides clearer CD sound quality. Both systems will also feature seven speakers: a tweeter and woofer in each door panel, two full range speakers in the rear and the subwoofer under the cargo area. A Scion navigation system is also available featuring a 160-watt maximum power audio/video/navigation unit with seven-inch LCD touch screen. The system also has iPod connectivity; SSP; Alpine Equalizer; Alpine Focus, which allows users to move the center of the sound field; Clear Sound Effector (CSE) to enhance compressed digital music data; Alpine Digital Sound Processing (DSP); automatic volume adjust; and satellite radio capability.

Sophisticated Interior Details

The tC features unexpected content for the sporty subcompact segment. Details of the interior were not overlooked as the dash and upper door panels are covered with unique trim that was inspired by the texture of Japanese paper. In addition, the front-passenger airbag is seamlessly integrated into the dash. To ensure smooth operation dampers are used for the interior moving parts. The tC maintains low NVH levels with the extensive use of sound absorption materials.

The sophisticated interior has a center console with a waterfall design and shutter-type flush-closing dash vents. The metal-tone center console features a genuine cast-aluminum temperature control dial flanked by soft-touch electronic buttons, and an LCD display showing exterior temperature, seven fan speeds and a clock. Silver-colored accents enhance the door assist grips and center cluster, while deep orange brightens the combination meter on the instrument panel.

A walk-in function with memory for the driver's seat is standard. For easy access to the rear seats, a wide step-in space is available at the push of a convenient lever at the top of the seat back. Height and thigh support adjustments are standard on the driver's seat.

The tC's rear seats deliver utility and comfort with a recline angle of up to 45 degrees and 10 different positions. For a nearly flat cargo floor the 60/40-split rear seats fold forward, and when both are folded flat, provide more than 8.5 feet of length for cargo. Tie down hooks in the rear seat and cargo areas add convenience.

Mono Spec Trim

All Scion models come well-equipped in a "mono spec" trim. The tC offers full standard equipment so the customer only needs to choose between manual or automatic transmission and vehicle color.

Standard features include the panoramic glass power moonroof (a first in this segment), air conditioning, cruise control, exterior mirrors with integrated turn signal lights, power door locks and mirrors, rear cargo tonneau cover, auto up/down power windows with jam protection, in-key remote keyless entry, rolling-code engine immobilizer security system, auto-off headlamps, electronic hatch release, chrome-plated exhaust tip and a unique audio unit cover.

All Scion models come with complimentary factory-recommended maintenance services for the first 5,000 mile and 10,000 mile intervals, to be performed by an authorized Scion or Toyota dealership.

The tC model is available in a choice of seven colors: Flint Mica, Super White, Black Sand Pearl, Classic Silver Metallic, Sizzling Crimson Mica, Wave Line Pearl and Nautical Blue Metallic. Exterior colors are complemented by a high-quality dark charcoal fabric interior.