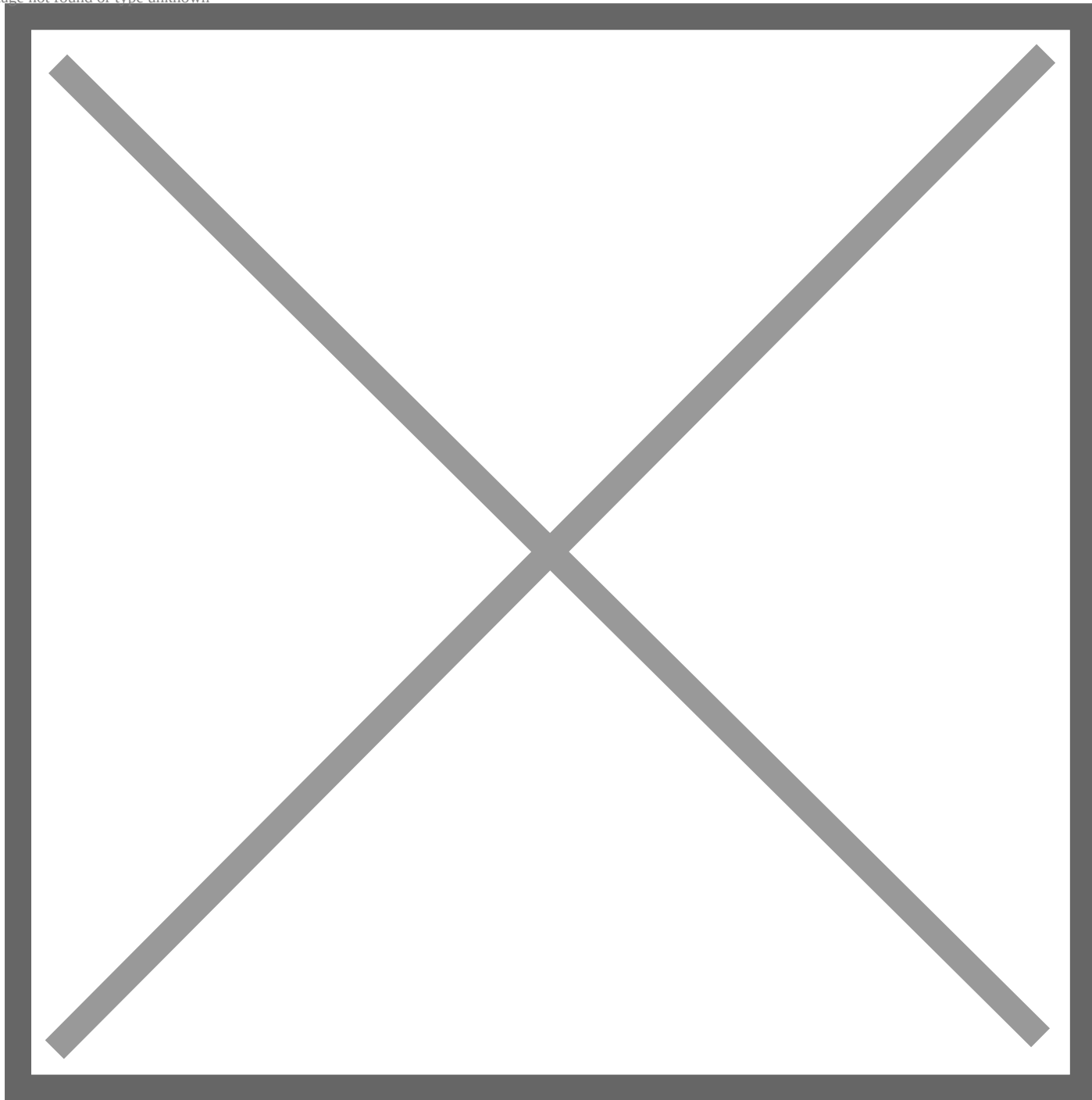


# Scion tC Retains Excellent Value For 2010 With No Increase In Price

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TORRANCE, Calif., April 29, 2009 – – The Scion tC sports coupe retains its value and carries into the 2010 model year unchanged and with no increase to its base price. The 2010 tC will arrive at dealerships in May.

The base manufacturer's suggested retail price (MSRP) for the tC is \$17,000 when equipped with a five-speed manual transmission, and \$17,800 for the four-speed automatic. The tC receives one new exterior color, Nautical Blue Metallic, which replaces Blue Ribbon Metallic.

The tC comes mono-spec with a generous list of standard features including 17-inch alloy wheels; panorama moonroof; reclining and 60/40-split rear seats; 160-watt maximum output Pioneer AM/FM/CD audio system with iPod connectivity; Pioneer subwoofer; side mirrors with turn indicators; engine immobilizer; driver's seat with adjustable height and seat bottom angle; power steering, windows, door locks and mirrors; cruise control; remote keyless entry; air conditioning; four-wheel anti-lock brakes with electronic brake assist; dual front passenger airbags; front seat-mounted side airbags; front and rear side curtain airbags; driver's knee airbag; and tilt steering wheel with audio controls.

Like all Scions, the tC can be personalized with an array of accessories including alloy wheels, spoilers, Pioneer Premium audio system, Scion navigation system, under dash and cupholder illumination, shift knob, sport pedals and TRD performance products.

The delivery, processing and handling (DPH) fee for all Scion models is \$670 and is not included in the MSRP. DPH fees for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.