

SCION Canada Reinvents the Showroom Environment and Creates a New Experience for a New Generation of Consumers

Toronto, ON – September 14, 2010 – When SCION opens for business in Canada later this month, it will also usher in a new culture and approach for vehicle purchases and ownership – this includes a reinvented showroom concept.

Two key components to SCION's unique approach are to offer buyers every opportunity for personalization and to create an inviting and interactive dealership setting at SCION "store within a store" showrooms which will be open for business later this month at 45 Toyota Dealer locations in Toronto, Montreal and Vancouver. Three of these showroom locations will be SCION boutiques with two locations in Toronto and one in Vancouver.

"We recognize that each generation wants to discover their own brands on their own terms," said Larry Hutchinson, Director, SCION Canada. "New visitors to our SCION showrooms will find that we've listened and responded to customers whose interests, tastes and experiences are unlike any generation before by creating an environment that enables discovery and appeals to the desire for personalization."

SCION dealership visitors will quickly realize they are not in a typical showroom environment. In fact, many customers will have begun shopping for a Scion before they even walk through the door with the ability to build the SCION of their dreams using the interactive, 3D "build and price" feature at scionnation.ca. When they arrive at the dealership, visitors will find SCION Experts dedicated to helping vehicle buyers build and customize a SCION to any specification.

The customer experience will be further streamlined by being matched with a single point of contact at the dealership, dedicated to taking the customer through the entire purchase process - from the moment they walk into the boutique, to the moment they drive away in their new SCION.

Each dealership will also be equipped with a PS3 along with the latest video games. Visitors will also be invited to hook up their iPod® so they can hear their tunes on SCION's car audio systems.

As customers leave the dealership, complimentary SCION CD samplers* will be available to customers to enjoy on the ride home. These CDs will include a collection of music featuring artists that are relevant to the SCION lifestyle. And the SCION ownership experience doesn't end when vehicle buyers drive off the lot. In addition to a comprehensive maintenance program, customers will be invited to upcoming SCION events and forums taking place in locations across the country.

**While quantities last*