

Scion challenges you to Take on The Machine

Play the Scion Augmented Reality tC Racing Game at Canadian auto shows this year and you could win a 2011 Scion tC Urban Sports Coupe

TORONTO, Jan. 12 /CNW/ - Scion challenges you to "Take on The Machine" at Canadian auto shows as they launch the Augmented Reality tC Racing Game. Drive your best - better than the rest - and you could win more than just bragging rights on the virtual circuit, as Scion gives away incredible prizes including the grand prize of a 2011 Scion tC Urban Sports Coupe.

"This is our challenge to Canadian Scion enthusiasts to try and clock the fastest time through our city in this exciting virtual driving game," said Larry Hutchinson, Director of Scion in Canada. "We feel that this is a unique, interactive way for the Scion community to have some fun - and compete to drive home a brand new 2011 Scion tC."

Scion enthusiasts can even continue to play at home online to try to improve their ranking and unlock even better tC machines. What's more, global top scores will be posted on our leaderboard on the game web site and on facebook, so results can be shared with friends. Scion Gear is also available as prizes to contestants.

"Take on The Machine" launches at the Montreal International Auto Show, January 14-23. Canadians can compete in Montreal and at auto shows across the country, including:

- Canadian International Auto Show (Toronto ON): February 18-27
- Calgary International Auto & Truck Show (Calgary AB): March 9-13
- Salon de l'auto de Québec (Québec City QC): March 17-20
- Vancouver International Auto Show (Vancouver BC): March 29-April 3
- Edmonton Motor Show (Edmonton AB): April 14-17

Enthusiasts can view full contest details and compete online by visiting <http://machine.scionnation.ca/>. The checkered flag waves to close the contest April 25, 2011.

About Scion

Launched in September 2010, Scion in Canada is the exclusive Canadian distributor of Scion vehicles through a sales and service network of 45 dealers in Toronto, Montreal and Vancouver. The Scion lifestyle is urban, edgy and authentic; Scion vehicles maximize personal expression while delivering performance and style.