Scion Shows Energy at 2016 North American International Auto Show

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DETROIT, (Jan. 6, 2016) – Following a year of launching two new models with a sales flourish and showing a hot new concept, Scion enters 2016 as one of the auto industry's most energized brands. The Scion exhibit at the 2016 North American International Auto Show (NAIAS) puts this excitement on full display with its lineup of youth-oriented models.

Among the 11 vehicles on display including the iM, iA and tC, Scion will show the C-HR concept for the first time since its world debut last November. The C-HR concept features an iconic design that incorporates functionality and sporty performance. The model targets young urban creatives, or "yuccies," who desire vehicles that are distinctive, sophisticated, passionate and clean. The production version is expected to be shown later this year.

The FR-S Release Series 2.0, the most stylish version of the sports car ever offered, makes an appearance in Detroit. The FR-S Release Series 2.0 and is the most exclusive Scion Release Series yet. The exterior is painted in Lunar Storm color with 17-inch forged alloy wheels. The interior is distinguished by camel-colored accents on the black Alcantara and leather seats. The color combination is carried to the doors and steering wheel for a premium look. Production of the Release Series 2.0 is limited to just 1,000 vehicles available.

The Scion exhibit also features two specialty vehicles that show the power and capability of Scion models. The FR-S that competed in Colorado's legendary Pikes Peak International Hill Climb this past June will be on display. The vehicle was designed by Mackin Industries as a special project build in 2013 for the SEMA show. It has been modified with a larger turbo charger, improved engine/drivetrain cooling systems, a stand-alone ECU, an E85 fuel system and a more aggressive aero package.

The Pikes Peak FR-S will be joined by another FR-S that was one of only nine vehicles on the North American leg of Toyota's Ever-Better Expedition. The Expedition was a 110-day transcontinental journey last summer for Toyota's team members to feel the road, experience vehicle performance, connect with customers and gather new insights to inspire the design and development of future vehicles.