

# Scion Brings Curb Appeal to the 2015 Los Angeles Auto Show

November 19, 2015



**TORRANCE, Calif., Nov. 19, 2015** – Prepare to take a second – or third – look at Scion’s style. During the Los Angeles Auto Show, Scion’s modern approach comes to life in its newest concept car, a clothing collaboration and multiple creative projects.

“With the C-HR Concept debut and collaborations with our incredible creative partners, it’s an exciting time for Scion,” said Landy Joe, Scion auto shows and special events manager. “Our goal was to interject this spirit in our LA Auto Show activations and demonstrate how Scion likes to do things outside of the box.”

## **Scion C-HR Concept**

The eye-catching Scion C-HR Concept will make its world debut, giving attendees an up-close look at the next addition to Scion’s line-up. Named for its Compact size and High Ride height, the C-HR Concept incorporates distinctive styling and sporty performance. The versatile hatch and sophisticated touches aim to meet the lifestyle needs of the young urban creatives who inspired the design.

## **STAMPD Style for Scion**

Scion’s style statement doesn’t end with the C-HR Concept. Scion creative partner and GQ Magazine’s “Best

New Menswear Designer of 2015,” Chris Stamp of Los Angeles-based ‘avantstreet’ lifestyle brand STAMPD, will give Scion product specialists a fresh look for the auto show season. Exclusive to Scion, the collection of jackets, shirts and pants takes styling cues from STAMPD’s outlook on luxury streetwear. Two new commercials, directed by Stamp, feature both menswear and womenswear outfits that complement the sporty look of the 2016 iM and sleek aerodynamics of the 2016 iA. A preview of the Scion x STAMPD collaboration can be seen on the [Scion Blog](#).

### **Creative Collaborations on Display**

LA Auto Show visitors will experience how Scion’s creative partners take the spirit of the brand to new places. Meet and greets with Scion partners will be held at the Scion booth during the following dates and times:

- Friday, November 20 at 11:30 a.m.: Robert Kirkman, creator of *The Walking Dead* comic book and Skybound Entertainment
- Saturday, November 21 at 1:30 p.m.: Andrew Reynolds and Bryan Herman, legendary professional skateboarder and leader of Baker Skateboards
- Sunday, November 22 at 1:30 p.m.: Steve Aoki, Grammy Award-Nominated, Gold-Selling Artist & Producer/DJ
- Saturday, November 28 at 1:30 p.m.: Eddie Huang, restaurateur, writer, host, and TV producer

Further examples of these partnerships will be on display with the attention-grabbing Scion iA project builds by Eddie Huang and Skybound Entertainment. Huang embraced LA culture with a modern take on the classic lowrider, outfitting the iA with a chain-link steering wheel, custom swivel front seats and a one-of-a kind gold-plated grille. The hood features a mural of a “human panda,” which is how Huang refers to himself.

Fans of *The Walking Dead* will appreciate Skybound Entertainment’s execution of Robert Kirkman’s latest comic book, *Outcast*. With the theme of demonic possession, the orange, black and green-toned car moves and operates on its own via pneumatic movements of multiple components and an automated sequence of light and audio effects.

### **11<sup>th</sup> Annual Scion Tuner Challenge**

Prominent streetwear brands illest and Crooks & Castles showed what’s possible when each created remixed versions of the 2016 Scion iM. Competing head-to-head in Scion’s annual Tuner Challenge, Mark Arcenal, creative director of illest, drew inspiration for his iM concept from the Japanese VIP world, while Rob Panlilio, co-founder of Crooks & Castles, stuck to his Japanese car roots with a wide body kit and AccuAir suspension. Visitors will get an up-close look at both builds before the winner is announced by Eddie Huang on November 28.

### **2016 Scion FR-S Release Series 2.0**

Style is simple with the 2016 FR-S Release Series 2.0. With just 1,000 vehicles available, the 2016 FR-S Release Series 2.0 is the most elusive and exclusive Scion release series yet. The vehicle comes with luxurious appointments and premium features, including heated seats in black Alcantara and leather with camel-colored accents; Lunar Storm paint and 17-inch forged alloy wheels; Smart key with push-button start; dual-zone automatic climate control and HID headlamps with LED daylight running lamps.