

Scion Uses Technology at 2015 NAIAS to Engage with Young Consumers

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DETROIT, Jan. 9, 2015 – Scion is using technology in its exhibit at the 2015 North American International Auto Show (NAIAS) to engage with young consumers about its exciting lineup of youth-oriented vehicles.

The Scion Swag Machine, the world’s first Instagram-powered, near field communication (NFC) – enabled vending machine, makes a return to the Scion exhibit. Debuting at NAIAS in 2014, the machine engages visitors by rewarding them with prizes for taking images with their mobile devices and posting to social media with a special Scion event-specific hashtag. The posting triggers the web-connected machine to release one of the variety of giveaways inside.

The Scion XP Experience also uses NFC technology. Exhibit visitors can tap their mobile devices to the NFC-enabled stickers on the display cars and learn more about the vehicles. Users can also download exclusive content like wallpapers directly to their smartphone or tablet.

“The Scion exhibit is all about engagement and connecting with the young consumer in different ways,” said Landy Joe, Auto Shows and Special Events Manager at Scion. “We designed the exhibit to leverage the power of technology as a platform to showcase our vehicles in an entertaining way.”

Attendees will also be entertained by the Scion Power Player. It is a touchscreen video jukebox monitor attached to a mobile device charger that gives visitors something to do while they are waiting for their phone to charge. The touchscreen has a menu that allows consumers to choose video content from the Scion brand, learn about the vehicles and view Scion A/V lifestyle and Scion Racing content. The purpose is to educate consumers so they walk away thinking "I didn't know Scion did all that."

Scion has also integrated its Pure Process buying concept into the exhibit. The Scion exhibit signage pylon has an integrated touch screen monitor featuring a simplified replication of the Pure Process section on Scion.com. Using the monitor, Scion product specialists can show visitors how easy it is to buy a Scion – from researching the car to buy to locating it at a dealership and securing a price.

Scion will feature 10 vehicles in its exhibit, including the iM Concept, which premiered at the LA Auto Show last November, and Release Series vehicles: xB 10.0, FR-S 1.0, and tC 9.0. The Scion tC Release Series 9.0 arrives in dealerships this month as a limited edition two-tone version of the popular sports coupe that was designed in conjunction with Jeremy Lookofsky of Cartel Customs. It features a unique black and magma exterior, an aero kit designed by Cartel Customs, a center exhaust, a Smart Key with Push Button Start featuring the “Cartel Logo” and orange front seat belts.