

Scion Scores with SEMA Entries

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[2014 SEMA: Scion Tuner Challenge – Super Street FR-S Fact Sheet](#)

[2014 SEMA: Scion Tuner Challenge – GT Channel Mine's FR-S Concept Fact Sheet](#)

[2014 SEMA: Scion Tuner Challenge – Speedhunters Maximum Attack FR-S Fact Sheet](#)

TORRANCE, Calif., (Oct. 30, 2014) – Demonstrating a range from retro to ruthless, Scion unveiled its lineup for the Specialty Equipment Market Association (SEMA) Show in Las Vegas Nov. 4-7, 2014. Six builders put their own interpretations into the Scion tC, FR-S and xB with custom upgrades, individual style and creativity.

Additionally, the newly revealed, two-tone Scion tC Release Series 9.0 demonstrated “show car” style drivers will be able to own this winter. All vehicles were on display ahead of the SEMA Show at a Scion event in Silver Lake, California.

Head-Turning Removable Top FR-S

High quality craftsmanship and an open-air experience came together in the Scion FR-S T1, built by Jeremy Lookofsky of Cartel Customs. The two-tone combination features a black removable top and custom color – Azzuro California Blue – over a muscular, all-metal wide body and integrated rear spoiler. The vehicle has been lowered and sits on custom 19-inch forged wheels. Other vehicle highlights include:

- High-mounted custom center exhaust
- GReddy street turbo kit
- KW coil-over suspension
- Wilwood Big Brake Kit with custom nickel-plated finish
- OEM Audio+ System 400 complemented by a Pioneer AVIC-8000NEX head unit

“It’s an honor being involved with Scion for the seventh consecutive year bringing design concepts to reality and setting the bar for the SEMA Show,” Lookofsky said. “We have won two Mothers® design awards and SEMA fan favorite awards throughout the years, and I’m pretty confident our FR-S will come home on a positive note as well.”

Killer-Sounding Slayer tC

Mike Vu of MV DESIGNZ translated the look and sound of thrash metal band Slayer into the Scion tC. The “Scion x Slayer Mobile Amp tC” will fascinate fans with a custom paint job with airbrushed logos and skulls, suicide doors and Billet Slayer sword blade wheels with spike-style center caps. The interior turns up the volume even higher with a custom Pioneer audio system with towers of speakers, a custom mixer and a 32-inch monitor for media playback.

Fans will get to see this metal-inspired sports coupe in action when Slayer band members demonstrate its audio capabilities at the SEMA Show by plugging in two guitars to jam without any external equipment.

Retro Rolling Riley Hawk xB

Skateboarding, 1970s style and passion for music blend seamlessly together in “Scion x Riley Hawk Skate Tour xB” built by Scott Kanemura of KMA Productions. Inspired by the interests of professional skateboarder Riley Hawk, the vehicle features both the old and new: wood-grain décor, a mini fridge, shag carpet, an 8-track player, a Big Pioneer Sound System and the ability to play guitar through the audio system using an iPad mini as mixer. To further combine work and play, a cargo box has been integrated with an INNO rack system to store skateboards.

Other fun elements include:

- 1970s style custom paint pattern with a “fish bowl” side window
- Dual side exhaust pipes (non-functional)
- Plush captain-style chairs in the front and back

- Motorized rear-facing monitor for media play back
- A dual-motion table that both slides out and pivots up with storage below

“The Scion xB really does look like something straight from 1975,” Riley Hawk said. “From shag carpet to the retro paint job, it’s the perfect mix between modern and vintage.”

A Trio of Tuner Challenge FR-S Contenders

Three Scion media partners went head-to-head customizing the Scion FR-S as part of the 10th annual Scion Tuner Challenge. Each partner received \$15,000 to modify the vehicles drawing inspiration from the details of the [FR-S Release Series 1.0](#).

- [Super Street](#), a magazine dedicated to covering high-performance customized cars and lifestyle, reimagined its past Rocket Bunny build into a wider version with wilder colors and more power.
- [GT Channel](#), a car video network focused on drifting videos, car racing and new vehicle tests, reworked the FR-S with help from Mine’s Tuning, known for tuning Nissans. The focus was on functionality.
- [Speedhunters](#), an international collective of photographers, writers and drivers, put together an entry that fused global inspiration from vintage Toyota Racing Development, TRA Kyoto, vintage Trans-Am, pro touring and muscle cars.

To see more of the challenge vehicles and process, visit www.ScionRacing.com for blog entries, photos and videos. A panel of judges will evaluate the entries and announce the \$10,000 grand prize winner at the SEMA Show.

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