

Scion Showcases SEMA Standouts

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LAS VEGAS, (Nov. 5, 2014) – With a custom louvre treatment and vintage style, Speedhunters triumphed today as the winner in the 10th annual Scion Tuner Challenge at the Specialty Equipment Market Association (SEMA) Show in Las Vegas. The online international collective digs up exciting stories surrounding car culture.

With a 90-day timeline, the three media partners received a stock Scion FR-S and \$15,000 to bring their designs to life. The remaining competitors were Super Street, a magazine dedicated to covering high-performance customized cars and lifestyle, and GT Channel, a car video network focused on drifting videos, car racing and new vehicle tests. First place earned a \$10,000 grand prize.

Super Street placed second in the Tuner Challenge, while GT Channel placed third.

“Speedhunters presented an FR-S that was not only creative and labor-intensive, but stood out to the judges as something fans would love to see at the SEMA show,” said Landy Joe, Scion auto shows and special events manager. “Each team took the Scion FR-S Series 1.0 to new heights and proved that just about anything is possible when it comes to this vehicle.”

Hoping to bring together several styles and racing heritage, the Speedhunters team added new overfenders from KM4SH, as part of a special edition kit designed by Kei Miura. The custom louvre treatment from Hot Rod Central added vintage style.

“My goal was to customize the FR-S with a 1970s, IMSA style look to it, and I’m incredibly pleased with what we were able to produce,” said Keith Charvonia, technical editor at Speedhunters. “It feels awesome to take home this victory for the Speedhunters team.”

Several additional innovative concept designs also hit the show floor at SEMA. The Scion FR-S T1 built by Jeremy Lookofsky of Cartel Customs, the Scion x Slayer Mobile Amp tC built by Mike Vu of MV DESIGNZ and the Scion x Riley Hawk Skate Tour xB built by Scott Kanemura of KMA Productions each showcased a range of creative and artistic themes. Kerry King of thrash metal band Slayer demonstrated the tC’s impressive audio enhancements by plugging his guitar into the car and performing a crowd-gathering jam session on the SEMA floor.

For detailed specifications on each of the Scion Tuner Challenge cars and concept display vehicles, visit www.ScionNewsroom.com.

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