

Exclusive Scion FR-S Release Series 1.0 Arrives at Dealerships Nationwide

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TORRANCE, Calif. (Sept. 8, 2014) – The wait to own the first Scion FR-S limited edition release series is finally over. Scion fans and racing enthusiasts can now get behind the wheel of the FR-S Release Series 1.0, a modern homage to the sports coupe’s racing roots. Revealed earlier this year at the New York International Auto Show, the FR-S Release Series 1.0 is now available at dealerships nationwide.

With just 1,500 Release Series 1.0 vehicles produced, FR-S enthusiasts must move fast to own the limited edition coupe. Striking with a coat of Yuzu exterior paint color, the Release Series 1.0 comes equipped with enhanced features from Toyota Racing Development (TRD), including TRD Quad Tip Exhaust System and TRD lowering springs. Other highlights are the custom-designed aero kit with a rear spoiler and side fender garnish. Highlighting its exclusivity, each vehicle contains its sequential release series badge (1 of 1500) inlaid on its brushed aluminum shifter surround plate.

“The Scion FR-S Release Series 1.0 is the ultimate tribute to motorsports history that not only has the looks for the track, but also brings that energy into the driver’s seat,” said Scion Vice President Doug Murtha.

Additional FR-S Release Series 1.0 features include:

- TRD steering wheel
- TRD shift knob
- Black seats with T-pattern
- HID headlamps with LED daytime running lights
- TRD logo cargo mat
- Smart Key with Push Button Start

A full walk-around video of the Scion FR-S Release Series 1.0 can be viewed on [Scion’s official YouTube channel](#).

The FR-S comes with either a six-speed manual transmission or a six-speed automatic transmission with paddle shifters and Dynamic Rev Management® technology. The Manufacturer’s Suggested Retail Price (MSRP) is \$29,990 with a manual transmission or \$31,090 with an automatic transmission, excluding the delivery, processing and handling (DPH) fee of \$770. For more information about the FR-S Release Series 1.0, visit www.scion.com/FRSRS.

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