

Social Media Elements Help Drive Scion Exhibit at NAIAS

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DETROIT, Mich., (Jan. 10, 2014) – Scion will be incorporating an array of social media-focused elements in its exhibit at the 2014 North American International Auto Show (NAIAS), complementing the brand’s exciting lineup of youth-oriented vehicles.

The exhibit will feature a social media “Master-Dashboard” video wall which displays live Scion tweets, Facebook posts and Instagram images from the auto show. The automaker is also introducing the “Scion Swag Machine,” the world’s first Instagram-powered, near field communication (NFC) – enabled vending machine. Newly developed for the 2014 show season, it’s a fun, engaging way that event attendees can leverage the power of hand-held mobile devices and social media networks for instant rewards. The machine provides two easy ways to claim a prize. By tagging and posting an Instagram image with an event-specific hashtag, guests trigger the web-connected machine releasing a variety of giveaways inside.

“Our vehicles will always be the focal point of the exhibit, but these social media-driven features provide an additional layer of entertainment and engagement for our guests,” said Steve Hatanaka, Auto Shows and Special Events Manager at Scion.

Another unique feature in the exhibit is the availability of “Paper Shapers” Scion cars. Created by renowned paper artist Shin Tanaka, the exercise allows guests to assembly their own Origami-style keepsakes.

Scion will feature 10 vehicles in its exhibit, including the 2014 limited edition Monogram Series™ FR-S and tC models. These two special Scion vehicles will offer more premium features without sacrificing value.

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