Scion FR-S Locks Down 'Cool' with KBB.com

March 07, 2014

TORRANCE, Calif., (March 7, 2014) – Coolness has a name: the Scion FR-S. For the second year in a row, editors at Kelley Blue Book www.kbb.com named the Scion FR-S to the top of their "10 Coolest New Cars Under $25,000 of 2014." The annual consumer resource list highlights affordable vehicles for drivers of all lifestyles, each that bring a subjective "cool factor."

Kelley Blue Book praised the 2014 FR-S for its rear-wheel drive, lightweight design that allows the driver to feel fully in tune with the car. Even when compared to higher priced vehicles, editors called the FR-S a driver's car with the style and modern updates to excite those behind the wheel.

"Kelley Blue Book's KBB.com again captures the full experience and affordability of the Scion FR-S with a top spot on its 10 Coolest New Cars Under $25,000 list," said Scion Vice President Doug Murtha. "Drivers and industry experts continue to tell us the FR-S brings together the style, handling and elusive fun factor that's needed in this segment and on the roads. We're happy to deliver."

The 2014 Scion FR-S is priced at $24,700 MSRP with a six-speed manual transmission or $25,800 MSRP with a six-speed automatic transmission with paddle shifters and Dynamic Rev Management® technology. It comes standard with the Scion Display Audio System featuring a 6.1-inch LCD touchscreen, AM/FM/CD/HD Radio™ technology, hands-free phone capability, music streaming via Bluetooth® wireless technology and AUX/USB port with iPod® connectivity.

For more on the 2014 winners, visit www.kbb.com/car-reviews-and-news/top-10/coolest-cars-under-25000-2014 .

All prices listed above exclude the delivery, processing and handling (DPH) fee of $755.

###