Scion Social Media Contest Offers Fans Seven Days of Upgrades

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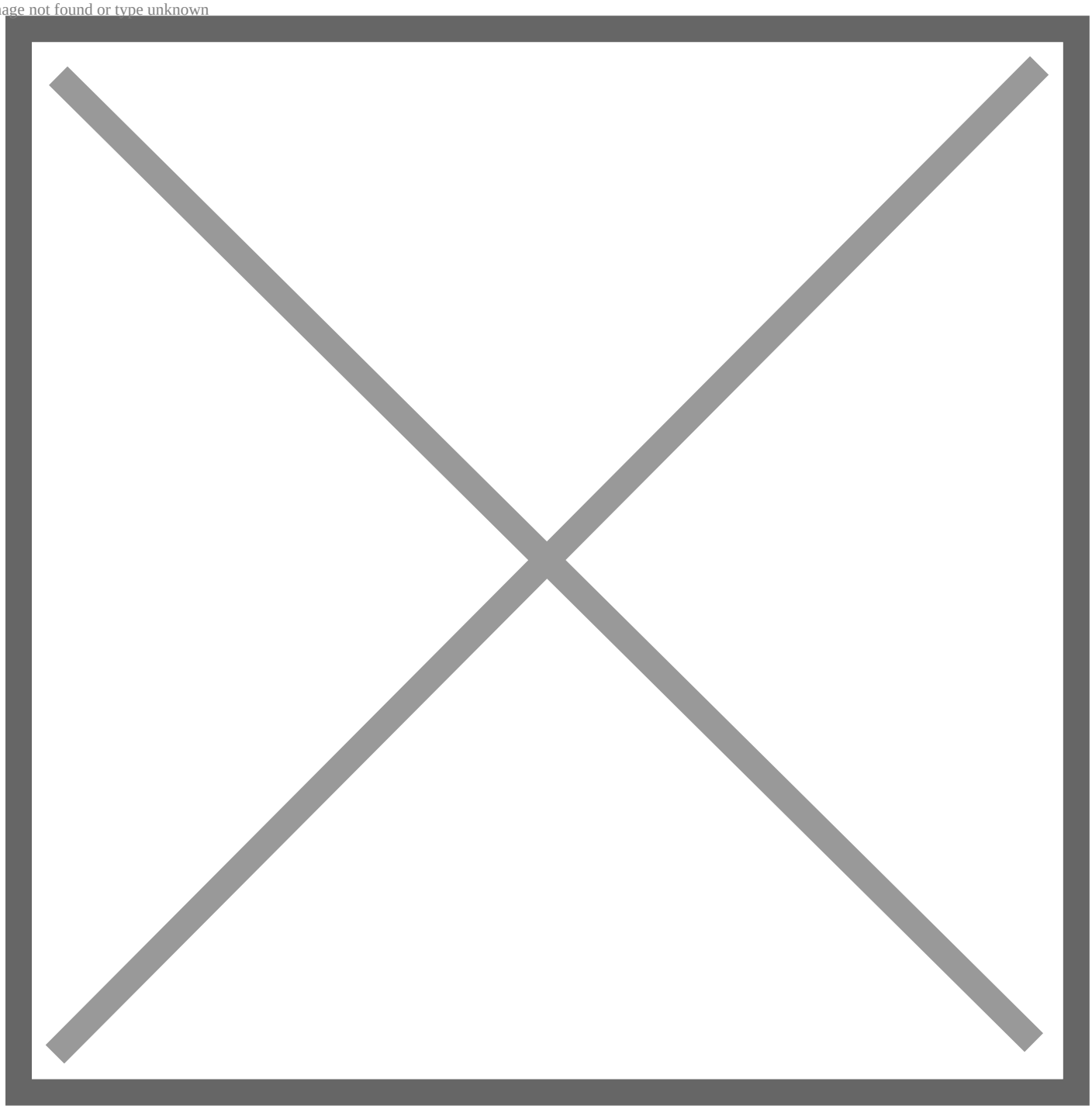

TORRANCE, Calif., (March 17, 2014) – Harness your originality for upgrades. Scion fans have a chance to upgrade their lifestyles – just like the Scion Monogram Series – beginning today with a seven-day online contest of creativity.

The Seven Days of Upgrades contest involves lifestyle brands that tie street wear/fashion, home décor, electronics, car accessories and music together paralleling the various elements woven into the Scion FR-S and tC Monogram Series Models. The contest will run today through March 25, excluding Saturday, March 22, and Sunday, March 23. Scion will post a question, request, or other call to action related to one of the participating brands through its Twitter and Instagram accounts. To enter, fans must respond with a tweet or a photo on Instagram using the hashtags #ScionMonogram and #Upgrade.

Winners will be announced the following business day. Prizes range from $500 gift certificates to a Schecter Guitars Blackjack SLS Solo-6 guitar with gig bag. Other participating brands include Illest, Undefeated, Inno Advanced Car Racks, Diamond Supply Co., Poketo and Pioneer.

Introduced into dealerships earlier this year, the limited edition Monogram Series models bring together high-end features like Alcantara® inserts in the FR-S and navigation technology in the FR-S and tC. The models' prices represent an upgraded value for consumers over purchasing the features or technology separately.

"Scion fans have responded enthusiastically to the Monogram Series premium message, and the Seven Days of Upgrades contests invites them to bring their own creative approach to an upgraded lifestyle," said Scion Vice President Doug Murtha. "The prizes from popular brands like Illest and Diamond Supply Co. add just another way to customize your experience with Scion and walk away excited."

The contest will run each day 7 a.m.- 7 p.m. PST. Follow the contest entries using the hashtags #scionmonogram and #upgrade. For the full contest rules, visit http://www.scion.com/blog/scion-monogram-official-rules/.

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