

Scion Adds New Tools to its Simple Purchase Experience

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TORRANCE, Calif., (Oct. 8, 2013) – Simple and straightforward car buying is stepping into the spotlight. Scion today launched a national ad campaign and dedicated section on Scion.com to highlight its Scion Pure Process, a stress-free car buying experience at a transparent price.

The new online content creates an interactive and engaging destination with features to:

- Build a personalized vehicle
- Access research tools, including a payment calculator and how to apply for credit
- Compare vehicles
- Chat live with representatives

Watch custom videos explaining buy vs. lease options, how to qualify for financing and more. The Pure Process digital experience at www.Scion.com/PureProcess builds on Scion's core values of efficiency and transparency when purchasing a car.

“With Scion Pure Process, we are fitting into the fast-paced lives of our young customers, many of whom are first-time car buyers that appreciate an informative online environment featuring easy-to-use research tools and a simple way to apply for credit,” said Scion Vice President Doug Murtha. “The takeaway should be: Buying a Scion is easy. The new website will help more people discover Scion and confidently enter the dealership purchase experience.”

The [30-second spot](#) and website enhancements support three simple steps to buy a Scion:

- **BUILD** a vehicle at www.scion.com.
- **FIND** a dealer and receive a confirmed vehicle price.
- **GET** your Scion by applying for credit online, getting pre-approved and picking up the vehicle at your dealership.

The main cornerstone of Pure Process is Scion's Pure Price. Pure Price means that the dealer's advertised price is the price a consumer pays. No haggle. No hassle. The idea applies to the vehicle, parts, accessories, finance rates and insurance products so no negotiating is required. Pure Process is a stress-free car buying experience, the foundation of Scion's core values since it first started.

Experience the Scion Pure Process campaign now at www.scion.com/pureprocess and watch the new 30-second spot by visiting <http://www.youtube.com/watch?v=lmVQrHsZWSs>.

NOTE TO EDITORS: Photography and digital assets can be found at www.ScionNewsroom.com.