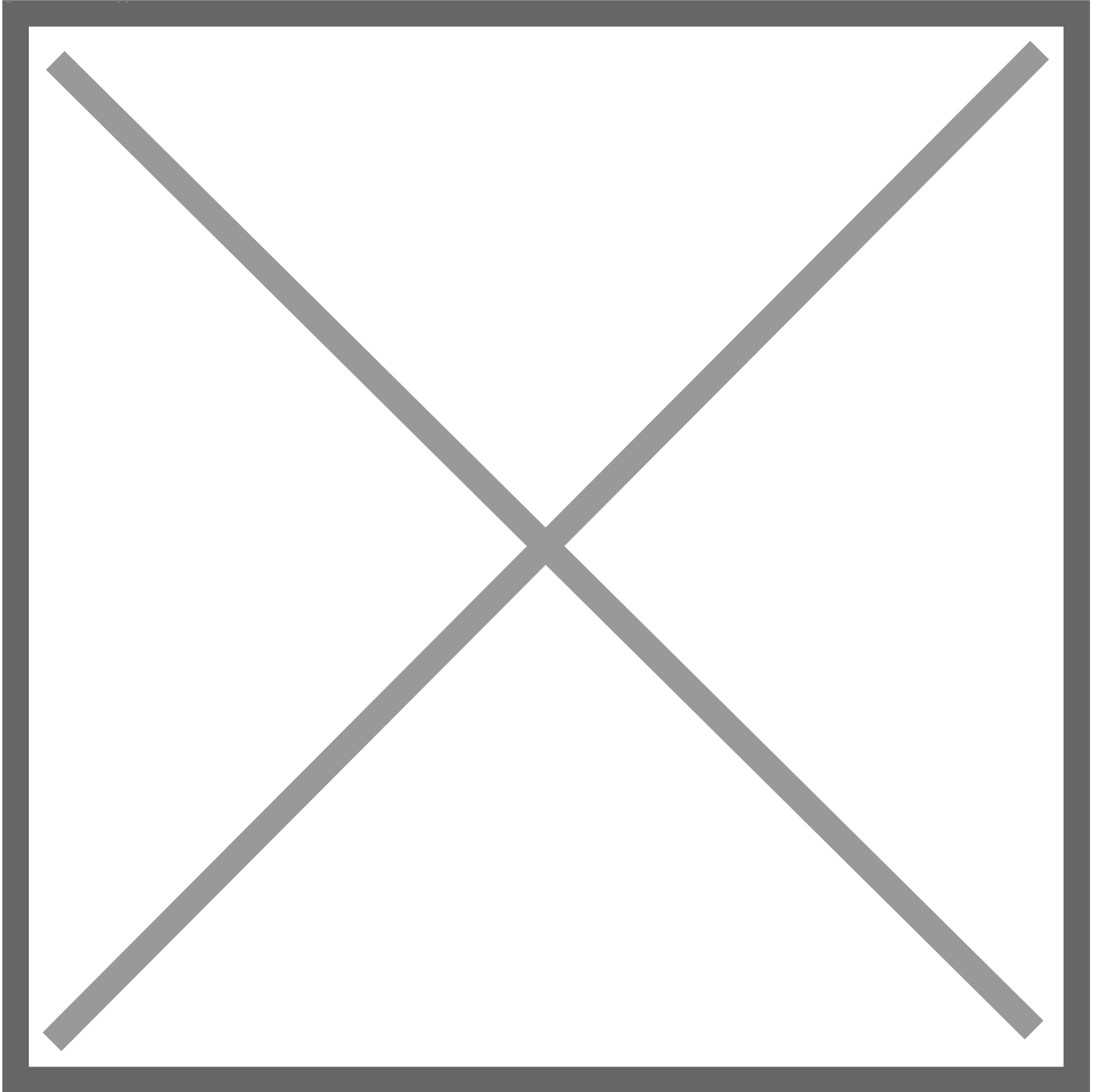


'Simpli-tC' Entry Simply the Best in Scion Tuner Challenge

November 06, 2013

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LAS VEGAS, (Nov. 6, 2013) – An entry rooted in simplicity earned top marks for a Southern California custom builder. Judges today named Young Tea of Alhambra, Calif., the 2013 Scion Tuner Challenge winner at the Specialty Equipment Market Association (SEMA) Show. Tea aimed to enhance the existing design cues of the tC while creating a car for both daily driving and track weekends.

In this ninth year of the Scion Tuner Challenge, three custom car builders each received a stock 2014 tC, \$15,000 and 90 days to complete the project. The judging panel included representation from *Super Street*, a magazine dedicated to covering high-performance customized cars and lifestyle. Tea earned a \$10,000 grand prize for his efforts.

Second place went to the entry “Scion L-DZ Concept” by Walter Franco of Seattle, and third place went to the entry “Scion WSD tC” by Josh Croll of Mertztown, Pa.

“The design, labor and creativity that went into the Simpli-tC build stood out for our judges and will impress fans at the SEMA show and at home,” said Steve Hatanaka, Scion marketing and special events manager. “All three builders took the 2014 tC in directions that will help inspire Scion owners to make their vehicles their own. There are no limits.”

The recognition from judges thrilled Tea.

“It may have been a dash to the finish, but the car looks amazing thanks to the team’s hard work,” Tea said. “With the new styling, the tC was a great platform to take on this challenge, and it inspired our team to bring out a concept we believe in. Stay true to who you are.”

For detailed specifications on each of the Scion Tuner Challenge cars including the winner, visit www.ScionNewsroom.com.

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