

Scion Announces Tuner Challenge Finalists Headed to SEMA

September 05, 2013

TORRANCE, Calif., (Sept. 5, 2013) – Scion announced its three Scion Tuner Challenge finalists today, each of whom will show off their modified tC vehicles at the Specialty Equipment Market Association (SEMA) Show in Las Vegas Nov. 5-8. The winning participants are Josh Croll of Mertztown, Pa., Walter Franco of Seattle and Young Tea of Alhambra, Calif.

This is the ninth annual challenge, which this year provides the selected custom car builders with a stock 2014 Scion tC, a \$15,000 build budget and license to unleash their creativity. Judges will evaluate the finished vehicles and designs, announcing the winner on Nov. 6 during the SEMA Show. First place earns a \$10,000 grand prize.

“Fresh off its arrival in showrooms, the redesigned 2014 tC kicks off this year’s Scion Tuner Challenge with an inspiring versatility for tuners and new energy,” said Scion Corporate Manager Dave Harbuck. “Scion’s events at the SEMA Show continue to showcase the creativity of car builders around customization and the personality they bring to their cars. We’re looking forward to seeing what this year’s finalists create.”

New this year is a partnership with *Super Street*, a magazine dedicated to covering high-performance customized cars and lifestyle. The editors selected the Tuner Challenge finalists and will be represented on the judging panel to select the winners.

“The Scion Tuner Challenge gives talented builders an arena to showcase their skills and their passion for cars,” said Jonathan Wong, editor of *Super Street* magazine. “*Super Street* is excited to be a part of this year’s challenge and can’t wait to see the final builds at SEMA.”

The 2014 tC just became available in dealerships this summer, providing an ideal, sporty platform for aftermarket upgrades. The tC comes standard with a 2.5-liter, four-cylinder engine; a six-speed manual transmission or an updated six-speed automatic transmission with Dynamic Rev Management technology; and Scion Standard Display Audio with a 6.1-inch LCD touchscreen. Its success accounts for 40 percent of all Scions ever sold.

The finalists’ renderings give a peek into the extra horsepower, body kits and unique looks the tC vehicles will receive throughout the competition.

For more details about the contest, visit www.ScionRacing.com. For a glimpse at this year’s finalists, check out <http://www.youtube.com/watch?v=LB4I79Xptbo>.