

Meguiar's Scion FR-S Available for Forza Motorsport 4 and Forza Horizon Games

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TORRANCE, Calif., (May 6, 2013) – Microsoft’s Turn 10 Studios, makers of the Forza Motorsport franchise for the Xbox 360, have created a digital likeness of a real-world, Meguiar’s Inc., modified Scion FR-S for players to download and race in Forza Motorsport 4 and Forza Horizon. Beginning today, the Meguiar’s Scion FR-S design will be available as a free download for any person who owns Forza Horizon, or for Forza Motorsport 4 players who have purchased the August Playseat Car Pack.

The real, gleaming yellow Meguiar’s Scion FR-S was designed in partnership with Scion and debuted at the 2012 SEMA Show and was digitally recreated inside the two Forza franchises by Turn 10 Studios.

“The Forza Motorsport games encourage players to customize cars to reflect their individuality, and both the real and digital versions of the Meguiar’s FR-S stand out from the pack,” said Scion Vice President Doug Murtha. “Bringing the FR-S into the Forza franchise is a great match of Scion customization and a vehicle that is a lot of fun to drive inside the game and out.”

To encourage players to share photos of their digital FR-S cars on the track, Meguiar’s is sponsoring a Forza Horizon photo contest beginning today and ends on May 17, 2013. Winners will have chances to win prizes from Meguiar’s and Xbox 360 by taking snapshots of the FR-S within the game. In addition, new Rivals Mode race events have been created in both games to give players a chance to test out their new cars in competition.

To enter the Forza Horizon Photo Contest, visit <http://forzamotorsport.net/en-US/news.aspx> for more information.

“The FR-S provides a fantastic foundation for tuning fans to build unique and exciting rides that strings the heart of one’s driving soul,” said RJ De Vera, Meguiar’s associate director of public relations and event marketing. “We are quite proud of our real world Scion FR-S concept and are excited to share it digitally with Forza players. Together with our partners at Turn 10 Studios and Scion, we only hope to continue to fuel the love for cars both in the reality and in the gaming space.”

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