

Scion Bringing Youthful Appeal, High-Tech Wizardry to NAIAS

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DETROIT (Jan. 9, 2013) – Scion, the youth brand of Toyota, will be using exciting visual displays and cutting-edge interactivity to showcase its distinctive lineup at the 2013 North American International Auto Show (NAIAS).

Similar to last year’s exhibit, Scion is erecting an expansive product and media theater, where elevated video walls envelope visitors in the brand’s 360-degree environment, populated by 10 Scion vehicles. Central to the exhibit will be the 2013 Scion FR-S compact rear-wheel drive sports car, which made its North American debut in Detroit last January. Since going on sale last spring, the ultra-sporty FR-S has earned rave reviews from the automotive media, picking up numerous awards and accolades internationally.

Each of Scion’s five product offerings will have an interactive counter, providing guests with vehicle information, Scion art and brand culture imagery, at the touch of a hand. Social media-savvy visitors can also follow Scion Instagram and Twitter activity at NAIAS via a live social media feed on a large LED video display.

“Interactivity is at the heart of this exhibit,” said Steve Hatanaka, auto shows and special events manager at Scion. “While our vehicles will be the main draw, we know that high-tech tools and features appeal to our brand’s age demographic, which is the youngest in the automotive industry. The Scion exhibit was designed to appeal to and engage with this young audience.”

The exhibit was designed and constructed by Michigan-based George P. Johnson.

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