

Sizzling FR-S and Interactivity Are Key Elements at Scion Exhibit

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CHICAGO (Jan. 22, 2013) – Scion, the youth brand of Toyota, will be incorporating cutting-edge interactivity and dazzling, award-winning vehicles to showcase its iconic lineup at the 2013 Chicago Auto Show.

Central to the exhibit will be the 2013 Scion FR-S compact rear-wheel drive sports car, which went on sale last spring. Since that time, the ultra-sporty FR-S has won praise and awards from a number of media outlets, including the coveted [Cars.com “Best of 2013”award](#). Besides the production version, Scion will show a special FR-S scheduled to be used in the 2013 Toyota Grand Prix of Long Beach celebrity race this April.

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 the show via a live social media feed on a large LED video display.

“The Chicago Auto Show attracts lots of young people so interactivity is key to our exhibit,” said Steve Hatanaka, auto shows and special events manager at Scion. “From its visual flair to hi-tech amenities, this exhibit was designed to appeal to a young audience.”

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