

New Scion Program 'Motivate' Offers Career Building Opportunity to Young, Self-Starters in the Creative Community

October 25, 2012

TORRANCE, Calif., (Oct. 25, 2012) – Scion today launched its new program, Motivate, targeting young entrepreneurs in the creative arts community with chances to win a personal business mentor, \$10,000 and a Scion vehicle to promote career success. Building on the recently launched Scion “What Moves You” brand campaign, applicants between the ages of 18 and 35 are invited to submit written responses and a 60-second video describing career passions and the resources needed to achieve their goals.

Applications are accepted beginning today at www.scion.com/motivate until Jan. 31, 2013, or until 5,000 applications have been received.

“Scion’s customers have long been among the youngest in the industry, but many are also characteristically self-starters with strong interest in pursuing their passions,” said Scion Vice President Doug Murtha. “Drawing on the unique strengths of our creative communities and Scion’s commitment to the arts, we designed a powerful way to support young entrepreneurs in pursuing their dreams. We hope to inspire young leaders to seize the day and succeed.”

After a review of applications, 50 semi-finalists will be selected to attend a three-day workshop with industry leaders to learn essential skills they can use to improve their businesses. Participants will be given an opportunity to revise and incorporate the lessons into their entries before 10 winners are selected at the event’s close. Top winners have their choice of any Scion vehicle as part of the prize package. Runners-up each will be given a \$1,000 grant.

Throughout almost 10 years in business, Scion has found common identity with the arts community and has supported more than 1,700 artists through galleries, music events and other efforts. The “What Moves You” brand campaign presents the passions of Scion’s many creative partners, and how the carmaker’s support has helped them achieve their goals.

“Supporting emerging artists is a Scion cornerstone, and we are featuring their personal stories as key parts of this brand campaign,” said Scion National Marketing and Communications Manager Owen Peacock. “The recent introductions of the FR-S sports car and the premium micro-subcompact iQ have broadened Scion’s reach to new audiences, and we want our unique passion and business approach to continue to shine through.”

The Motivate program will be supported with TV, print and online ads that begin appearing today on key lifestyle- and business-targeted media platforms across the country. Watch the Motivate TV spot by visiting: <http://youtu.be/Y3e70cXkttM>. Full contest rules and restrictions are available at www.scion.com/motivate.

###