

Scion Reveals FR-S Tuner Challenge Cars in Advance of 2012 SEMA Show

October 26, 2012

TORRANCE, Calif., (Oct. 26, 2012) – Scion revealed its three FR-S Tuner Challenge cars last night in advance of the Specialty Equipment Market Association (SEMA) show that kicks off in Las Vegas on Oct. 30.

The eighth annual Scion Tuner Challenge gave three custom car builders the chance to put their creative talents to the test in a competition to design and build the best FR-S. Three months ago, Scion gave each builder a stock 2013 FR-S and a \$15,000 build budget.

The finished cars will be critiqued by an independent car show judging company, Global Judging. Scion will hold a press conference at the SEMA show in Las Vegas, on Oct. 31 at 3 p.m. PDT to announce the winner of the Scion FR-S Tuner Challenge. The winner will take home a \$10,000 grand prize.

“This year’s SEMA show has extra energy from the recent launch of the 2013 FR-S sports car,” said Steve Hatanaka, Scion auto shows and events manager. “The buzz and enthusiasm from FR-S owners has been tremendous as they look for ways to take their cars to the next level with custom and performance accessories. This year’s Scion Tuner Challenge contestants did an amazing job showcasing how the FR-S can be personalized.”

FR-S Tuner Challenge Builds

“Carbon Stealth FR-S” by John Toca of Chicago, Ill.

“FR-S GT” by Daniel Song of Orange County, Calif.

“Minty FReSh” by Chris Basselgia of Lebanon, Pa.

For detailed specifications and high-resolution images on each of the FR-S Tuner Challenge cars, please visit www.ScionNewsroom.com or [download the Scion Tuner Challenge Spec Sheet](#).

Watch the FR-S Tuner Challenge video teaser by visiting: <http://www.youtube.com/watch?v=LQbei3IO6IM>.

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