

Scion FR-S Named Hottest Sport Compact at the 2012 SEMA Show

October 30, 2012

LAS VEGAS, (Oct. 30, 2012) – The Scion FR-S earned industry recognition today with the Hottest Sport Compact award on the first day of the 2012 Specialty Equipment Market Association (SEMA) Show in Las Vegas.

The annual SEMA Show brings together specialty-equipment manufacturers and industry leaders to showcase the best in vehicle customization and new accessories. The Hottest Sport Compact award is granted to the vehicle that proves to be the year's best blank canvas for specialty equipment add-ons and creativity.

Scion introduced the FR-S earlier this year, and it arrived in U.S. showrooms in June surrounded by intense buzz and excitement.

“Scion is honored the FR-S earned the SEMA Hottest Sport Compact award, which adds the judges’ esteemed endorsement to the thousands of enthusiastic owners who have already taken this sports car to the next level in a few short months,” said Scion Corporate Manager Jaycie Dane. “Personalization is a core component of the Scion brand, making the SEMA show a perfect spot to showcase the vast possibilities of the FR-S.”

The FR-S (which stands for front-engine, rear-wheel drive, sport) comes standard with a 2.0-liter flat boxer engine that produces an impressive 200 horsepower and 151 pound-feet of torque. The sports car is distinctive for its lightweight design, impressive performance and affordability. The FR-S costs \$24,200 MSRP with a six-speed manual transmission or \$25,300 MSRP with a six-speed automatic transmission with paddle shifters and Dynamic Rev Management technology.

“As soon as it arrived, the FR-S has been a top pick among those in the specialty equipment industry for its power, authenticity and ability to inspire customization,” said Chris Kersting, SEMA's president and CEO. “The FR-S is this year's hottest sport compact and looks likely to continue to excite owners and industry insiders for years to come.”

Drawing on Toyota's long history in performance cars and motorsports, the Scion's engine is mounted extremely low with a favorable front-to-rear weight ratio and dynamically low center of gravity comparable to some exotic supercars.

The FR-S is covered by Scion's standard three-year/36,000-mile limited warranty and five-year/60,000-mile powertrain warranty. It also comes with Scion Service Boost, a complimentary plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and two years of 24-hour roadside assistance.

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