

Scion FR-S Tuner Challenge Winner

November 01, 2012

LAS VEGAS (Nov. 1, 2012) – With a unique color and a supercharger under the hood, custom-car builder Chris Basselgia of Lebanon, Pa., won Scion’s FR-S Tuner Challenge, announced yesterday at the Specialty Equipment Market Association (SEMA) show in Las Vegas.

In its eighth year, the Scion Tuner Challenge is a custom car competition in which three builders received a stock 2013 FR-S, a \$15,000 budget and three months to build and accessorize. Independent car show judging company Global Judging evaluated the three entries, and the winner earned a \$10,000 grand prize.

On Wednesday, the FR-S was named Hottest Sport Compact at the 2012 SEMA Show, granted to the year’s best vehicle for specialty equipment add-ons and industry inspiration.

Basselgia’s entry was named “Minty FReSh” for its green hue and effort to enhance the clean lines of the FR-S with luxury and supercharged driving functionality. Enhancements included a lip kit, spoiler, custom leather interior and audio system.

“The Minty FReSh entry builds fantastically on the core appeal and sports car intention of the FR-S with each impressive custom piece,” said Steve Hatanaka, Scion auto shows and events manager. “All three Scion Tuner Challenge participants added an extra level of originality and class to the first-time SEMA appearance for the FR-S. Every Scion owner imagining the possibilities should look to these entries for inspiration.”

Second place went to the entry “Carbon Stealth FR-S” by John Toca of Chicago, and third place went to the entry “FR-S GT” by Daniel Song of Orange County, Calif.

After long hours in the garage, the first place finish was welcome news to Basselgia.

“I approached this challenge with the goal to build something unique, functional and what I would want to drive,” Basselgia said. “The FR-S was an excellent canvas to showcase quality and workmanship, and I’m thrilled to have won the competition.”

For detailed specifications on each of the FR-S Tuner Challenge cars including the winner, please visit www.ScionNewsroom.com.

###