

Scion's What Moves You? Campaign Highlights

Unique Scion Story in New Chapter of Brand's Evolution

September 27, 2012

TORRANCE, Calif., (Sept. 27, 2012) – Scion today announced the launch of its brand campaign “What Moves You” featuring its own unique “Scion Story.” The campaign launches today at www.scion.com and continues with targeted high-profile broadcast, print, online and out-of-home placements next week.

“The recent introductions of the FR-S sports car and the premium micro-subcompact iQ have expanded Scion’s target audience. While these new products have successfully increased awareness of the lineup, many people have only a vague understanding of Scion’s uncommon brand attributes,” said Doug Murtha, Scion vice president. “With this in mind, the ‘What Moves You’ campaign is the first of several important initiatives designed to better familiarize consumers with the brand.

“People know that Scion makes iconic vehicles that are built with the highest level of quality, but they might not know what Scion stands for and what makes it unique. We’re truly proud to showcase the brand’s story in the new campaign, to clearly tell people who we are, what we support and more importantly, what moves us.”

Appearing prominently on the brand’s website, The Scion Story describes the colorful automotive brand’s history and plainly spells out its core beliefs. For example, it states, “We know that we are not the biggest car brand and we don’t want to be. What we do want is to provide a unique and better alternative that is right for today’s new car buyers.” This story describes Scion’s goal of offering quality cars that owners will want to personalize, with a simple purchase process that is enjoyable, and details the brand’s support of emerging talent in the art, music, design and automotive enthusiast realms.

“Since the brand launched nearly 10 years ago, Scion has had an affinity for the creative arts that has resulted in helping more than 1,700 artists follow their passions,” added Owen Peacock, Scion national marketing and communications manager. “Our support of emerging artists is and always has been a cornerstone of the brand, and we bring that to light by featuring them and their personal stories as key parts of the campaign.”

Specifically, the “What Moves You” campaign incorporates Scion creative partners, their stories of what moves them and how Scion has supported them to achieve their goals. The broadcast spot features Scion collaborators like artist Neil Krug, automotive designer Troy Sumitomo, professional racing driver Michele Abbate, and musician Prince Terrence and his band Hussle Club.

Experience the “What Moves You” campaign now at www.scion.com and read the “Scion Story” at www.scion.com/about or download it from www.scionnewsroom.com.

###