

Scion Bringing 'Thunderdome' Experience to NAIAS

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DETROIT, Mich., January 5, 2012 – Scion, the youth brand of Toyota, will be bringing the “thunder” to the 2012 North American International Auto Show (NAIAS).

Utilizing nearly 30 percent more space than last year’s show, Scion is using its additional real estate to erect an expansive product and media theater, dubbed “Thunderdome.” Gone is the Matchbox-style vehicle showcase, which was a mainstay on the major auto show circuit for nearly five years.

Featuring a 15-foot-tall, overhead LED surround structure, the new exhibit encloses its vehicles and guests in a brand-dominated environment. At the center of the exhibit will be the 2013 Scion FR-S compact rear-wheel drive sports car, making its North American auto show debut in Detroit. The FR-S goes on sale this spring and will be the focus of a press conference at NAIAS on Jan. 9.

In all, there will be nine Scion products on display, among them the Scion iQ micro sub-compact, which went on sale in the fourth quarter of 2011. Each product has a zone and a video wall. Every zone is equipped with a digital product information and comparison tool, plus the Scion sX – an award-winning, immersive guest experience that features branded content, user participation, and information sharing.

“Philosophically, we needed a modular canvass to showcase the breadth of our growing product line,” said Steve Hatanaka, Auto Shows and Special Events Manager at Scion. “Scion is true to its roots of authenticity, personalization and youth. We believe this new exhibit is a reflection of those principles and we’re confident that the media and show goers in Detroit will enjoy visiting our display and seeing our cars.”

The exhibit was designed and constructed by Michigan-based George P. Johnson.