

Scion Bringing 'Thunderdome' Experience to Chicago Auto Show

January 31, 2012

CHICAGO, Ill., January 31, 2012 – Scion, the youth brand of Toyota, will be bringing the “thunder” to the 2012 Chicago Auto Show.

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 15-foot-tall, overhead LED screens, and an enhanced sound system, the new exhibit is awash with action-packed videos and eye-popping graphics. At the center of the exhibit will be the 2013 Scion FR-S compact rear-wheel drive sports car. The 200-horsepower FR-S goes on sale this spring.

There will be several 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.

“We think Chicago-area visitors will enjoy the modifications that we’ve made to our exhibit,” said Steve Hatanaka, Auto Shows and Special Events Manager at Scion. “It remains true to Scion’s roots of authenticity, personalization and youth.”

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