

Scion Announces Pricing for Restyled 2011 xB

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TORRANCE, Calif., March 16, 2010 – Scion today announced Manufacturer’s Suggested Retail Prices (MSRP) for the restyled 2011 xB urban utility vehicle that will arrive at dealerships later this month. The 2011 xB is upgraded with an aggressive new look on the outside and added comfort and convenience on the inside. The enhancements to the 2011 xB come with a \$150 price increase over the 2010 model resulting with MSRPs of \$16,000 and \$16,950 for manual and automatic transmission models, respectively.

The xB enters the 2011 model year with fresh exterior styling including changes to the front and rear bumpers, grill, headlights and taillights, which together reveal a more aggressive demeanor. The new front bumper features enlarged outer vents, improving the appearance of the vehicle’s stance. The front grille features a new honeycomb pattern and improved headlamp design. The single rear backup lamp has been integrated into combination lamps to produce a more refined appearance. The 2011 xB will be available in seven exterior colors including the all-new Army Rock Metallic and Elusive Blue Metallic. Hypnotic Teal will no longer be offered in the xB color palette.

Changes to the 2011 xB’s interior offer significantly more comfort and convenience to all of its occupants. Driver- and front-passenger seats are redesigned to include larger bolsters for greater comfort and stability. Front and rear seats have a new light gray fabric with a geometric pattern for the seating surfaces contrasted by black fabric covering the bolsters, bases and backs. A combination center console with sliding armrest has been added to increase driver comfort and utility. Improved gauge-cluster design with black background, along with a separate clock and outside temperature display, provides better visibility to information. Completing the changes, the steering wheel now includes both telescopic and tilt functions.

The delivery, processing and handling (DPH) fee for all Scion models is \$670 and is not included in the MSRP. DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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