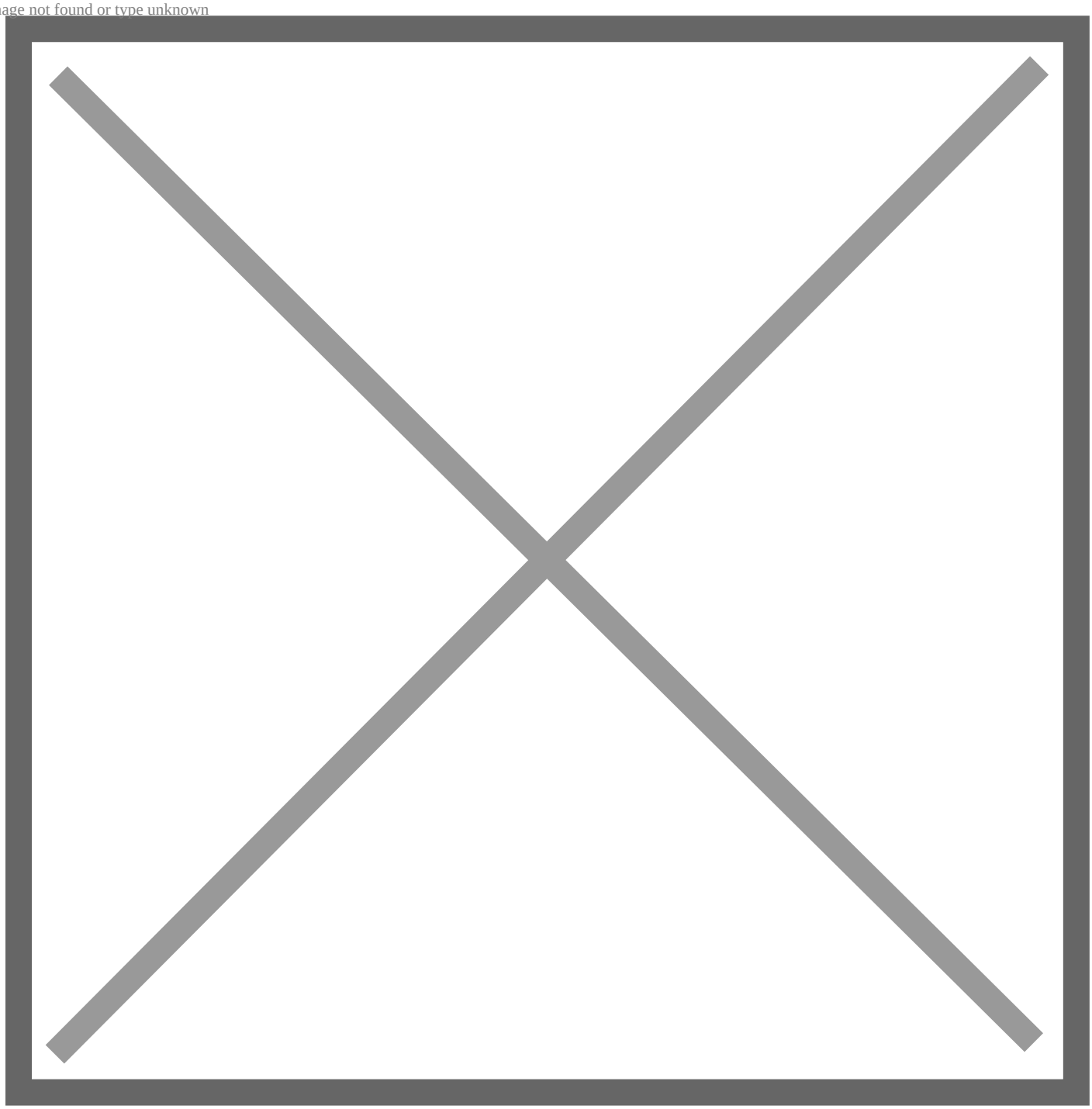
Scion Announces Pricing for xB Release Series 7.0, Will Debut at the 2009 Los Angeles Auto Show

November 30, 2009

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2010 Scion xB Release Series 7.0 001

TORRANCE, Calif., Nov. 30, 2009 — Scion announced today that it will be displaying its latest limited-production vehicle, the 2010 xB Release Series 7.0 (xB RS 7.0) in the Scion booth at the Los Angeles Auto Show, Dec. 2-13, 2009. The xB RS 7.0 will begin arriving in dealerships in December 2009.
The xB RS 7.0 comes fitted with a four-piece DAMD body kit including front and rear lower lips along with side skirts. The xB comes exclusively painted in a distinctive color appropriately named Murasaki, which means "purple" in Japanese.

One of the most distinctive features of the xB RS 7.0 is the TRD sport muffler that exits out the center of DAMD rear lip. The exhaust system features twin double-walled tips and is specifically designed in conjunction with the DAMD rear lip to give the xB a sporty appearance and a sound that can only be found on this particular Release Series. To complete the stylish exterior, the xB RS 7.0 is equipped with TRD lowering springs that bring the ride height down over an inch and offer sporty handling. A color-keyed rear spoiler will be available as an option.

The interior of the xB RS 7.0 features exclusive black fabric seats with color-tuned highlights that complement the car's exterior. The sides of the driver and front passenger lower seat cushions are embroidered with the "RS" logo. The driver is also treated to a leather-wrapped RAZO GT Formula Spec shift knob that delivers a sporty feel.

Only 2,000 units of the xB RS 7.0 will be built, and each vehicle comes with a unique, individually numbered stainless-steel badge. The xB RS 7.0 model will carry a manufacturer's suggested retail price (MSRP) of $18,320 with a manual transmission, and $19,270 with an automatic transmission. A limited supply of the available color-matched rear spoiler will be available to xB RS 7.0 owners and carries a MSRP of $320, not including installation.

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.

On December 2, visit the Release Series Facebook page at http://www.facebook.com/scionreleaseseries and play the Murasaki racing game.

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