

Scion xB Recieves New Audio Head Unit For 2010 With No Increase in Price

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003 2010 xB Alpine Premium audio

TORRANCE, Calif., April 15, 2009 – The Scion xB urban utility vehicle adds value for the 2010 model year with an all-new standard Pioneer head unit and no increase to xB's base price. Also new for the model year is an optional Alpine Premium audio unit that's navigation- and back-up camera-ready. The 2010 xB will arrive at dealerships later this month.

The base manufacturer's suggested retail price (MSRP) for the iconic xB is \$15,750 when equipped with a five-speed manual transmission, and \$16,700 for the four-speed automatic with sequential shifting. In addition to the new head unit, the boxy xB receives one new exterior color, Sizzling Crimson Mica, which replaces Blackberry Crush Metallic.

All Scions come mono-spec with a generous list of standard features including power steering, windows, door locks and mirrors; cruise control; remote keyless entry; air conditioning; four-wheel anti-lock brakes with electronic brake assist; dual front passenger airbags; front seat-mounted side airbags; front and rear side curtain airbags; and tilt steering wheel with audio controls.

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

The xB focuses on youth with its all-new standard 160-watt Pioneer audio system. New features for 2010 include an organic electroluminescent (OEL) screen, USB connectivity, Advanced Sound Retriever (ASR), and a subwoofer RCA output. It also features USB and universal auxiliary (AUX) ports located on the center console which allow users to listen to their portable music collection through the xB's six Pioneer speakers.

Connectivity is achieved by simply plugging the portable music player, including Apple iPod and iPhone, into the USB or AUX port. The head unit's screen displays album, title, and artist information from select portable audio and storage devices. The audio system provides outstanding sound quality through the car's stereo system and constant power to select iPods. Music is controlled through the head unit and the steering wheel audio control buttons for radio, CD and certain USB devices. iPod users can also utilize an alphabetical speed search to find a specific artist or album.

The ASR function restores a wide, deep and rich quality to MP3/WMA/AAC sound. Through the subwoofer RCA output, xB owners can add an external amp to drive one or more subwoofers. Unique to the Pioneer system is the customizable welcome screen that also allows users to create a personal message of up to 16-characters.

A newly-available 200-watt Alpine Premium audio system has the same basic features as the standard Pioneer audio, but adds a 4.3-inch color touch panel thin film transistor (TFT) screen, HD Radio technology, and Media Expander (MX). The user can listen to HD Radio technology with the Alpine Premium audio system and view text, song titles, album and artist on the head unit. Alpine's MX improves compressed audio sound often found on digital music. The optional audio system is also back-up camera and navigation-ready.

Scion also offers an optional plug-in navigation unit for the Alpine Premium audio system. Navigation and audio functions utilize the head unit screen for display. Features include voice guidance; day and night screen modes; support in English, French and Spanish; 200 available address book entries; map coverage across the U.S. and Canada including Puerto Rico, the Virgin Islands and Hawaii; three map views (3-D, north up, and heading up); and more than six million points of interest. Users can also program up to three destinations before arriving at

their final programmed stop. Scion makes this navigation unit customizable by allowing the user to change the vehicle position icon from an arrow to an icon of the xB which can be customized in every xB exterior color.

Both the standard Pioneer and optional Alpine Premium head units retain key Scion audio system features such as Scion Sound Processing (SSP) where listeners can choose from three pre-set equalizer settings, satellite radio compatibility and MP3, AAC and WMA capability. In addition, both units adjust the volume control based on driving speed. The sound systems feature six speakers: a tweeter and a speaker in each front door panel, plus two full-range speakers in the rear doors.