



2011
MODEL YEAR

tC









2011 iC
Shown with Optional Rear Lip Spoiler















2011 tC
Shown with Optional TRD 19" 7-Spoke Alloy Wheels (3,4,5) | TRD Break Upgrade | Foglights | Rear Pedestal Spoiler



(A)



(B)



(C)



(D)



2011 tC / TRD Accessories (3,5)
(A) TRD Shift Knob (B) TRD 19" 7-Spoke Alloy Wheels (4) (C) TRD Oil Filter (D) TRD Air Filter (E) TRD Sport Muffler (F) TRD Oil Cap



COMING SPRING 2011

**VEHICLE
INFORMATION**

tC STANDARD FEATURES

INTERIOR / CONVENIENCE

60/40 SPLIT RECLINING, FOLD-FLAT REAR SEATS
AIR CONDITIONING
AMBER INSTRUMENT PANEL ILLUMINATION
CARGO AREA STORAGE
CRUISE CONTROL
DIGITAL CLOCK
DRIVER'S SEAT ONE-TOUCH WALK-IN *(with Track and Seat Angle Memory)*
DUAL SUN VISORS *(with Vanity Mirrors)*
ECO-DRIVING INDICATOR *(Standard on Automatic Transmission)*
ENGINE IMMOBILIZER
OUTSIDE TEMPERATURE GAUGE
POWER DOOR LOCKS
POWER WINDOWS *(with Driver Side Auto Down)*
REAR WINDOW DEFOGGER
REMOTE KEYLESS ENTRY SYSTEM (RKE)
SCION DRIVE MONITOR *(Displays Odometer, Trip Distance, Outside Temperature)*
SPORT FRONT BUCKET SEATS *(with Fabric Upholstery and Height Adjustable Driver Seat)*
TACHOMETER & TRIP METER
TILT/TELESCOPIC STEERING *(Wheel with Audio Controls)*

EXTERIOR FEATURES

18" 7.5J ALLOY WHEELS
CHROME-TIPPED EXHAUST
INTERMITTENT FRONT WINDSHIELD WIPERS
PANORAMIC GLASS ROOF *(with Front Power Tilt/Slide Moonroof)*
POWER OUTSIDE MIRRORS *(with LED Turn Signal Indicators)*
PROJECTOR-BEAM HEADLAMPS *(includes Auto-Off Feature)*

AUDIO

6"x9" SUBWOOFERS *(Mounted in the Front Doors)*
8-SPEAKERS *(including 2 Tweeters)*
AUXILIARY AUDIO JACK
FENDER-MOUNTED AM/FM ANTENNA
PIONEER AUDIO SYSTEM WITH AM/FM/CD *(Maximum Output 300-watt)*
STEERING WHEEL MOUNTED AUDIO CONTROLS
USB PORT WITH IPOD® CONNECTIVITY (1)

SAFETY FEATURES

STAR SAFETY SYSTEM™ *(includes Vehicle Stability Control (VSC) (14), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-Force Distribution (EBD) and Brake Assist (13))*
SMART STOP TECHNOLOGY (19)
3-ACROSS REAR HEAD RESTRAINTS
3-POINT SEATBELTS FOR ALL SEATING POSITIONS *(Driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts)*
DIRECT TIRE PRESSURE MONITOR SYSTEM (TPMS) (11)
DRIVER AND FRONT PASSENGER ACTIVE HEADRESTS (16)
DRIVER AND FRONT PASSENGER ADVANCED AIRBAG SYSTEM (12)
DRIVER AND FRONT PASSENGER KNEE AIRBAGS (12)
DRIVER AND FRONT PASSENGER SEAT-MOUNTED SIDE AIRBAGS (12)
FRONT AND REAR SIDE CURTAIN AIRBAGS (12)
FIRST AID KIT
LATCH (LOWER ANCHORS AND TETHERS FOR CHILDREN) *(includes Lower Anchors on Outboard Rear Seats and Tether Anchors on all Rear Seats)*

LIMITED WARRANTY COVERAGE

BASIC | 36 MONTHS/36,000 MILES *(All Components Other than Normal Wear and Maintenance Items)*
POWERTRAIN | 60 MONTHS/60,000 MILES *(Engine, Transmission/Transaxle, Front-Wheel Drive)*
CORROSION PERFORATION | 60 MONTHS/UNLIMITED MILES *(Corrosion Perforation of Sheet Metal)*
RESTRAINT SYSTEMS | 60 MONTHS/60,000 MILES *(Seatbelts and Airbags)*
EMISSIONS | *(Coverage may vary under Federal and California regulations)*

(Refer to applicable Owner's Warranty Information booklet for additional details.)

COMPLIMENTARY 5K/10K MAINTENANCE SERVICE

TWO FACTORY RECOMMENDED SERVICES | 5,000 MILES/10,000 MILES
(Each service can be redeemed at all Scion/Toyota dealerships. Customers must redeem the services within 18 months/12,000 miles [whichever comes first] of the vehicle's date of first use.)

(Refer to the Scheduled Maintenance Guide for additional maintenance requirements.)

AVAILABLE COLORS

SUPER WHITE
CLASSIC SILVER METALLIC
MAGNETIC GRAY METALLIC
CEMENT
BLACK
SIZZLING CRIMSON MICA
NAUTICAL BLUE METALLIC

tC SPECIFICATIONS

MECHANICAL / PERFORMANCE

ENGINE	DOUBLE OVERHEAD CAM [DOHC] 16-VALVE, DUAL VVT-I 4 CYLINDER
DISPLACEMENT	2.5L (2,494 CC)
BORE X STROKE	90.0 MM X 98.0 MM
COMPRESSION RATIO	10.4:1
DRIVETRAIN	FRONT WHEEL DRIVE (Front Engine)
INDUCTION SYSTEM	SEQUENTIAL FUEL INJECTION [SFI]
IGNITION SYSTEM	TOYOTA DIRECT IGNITION [TDI]
HORSEPOWER	180 HP @ 6,000 RPM
TORQUE	173 FT LBS @ 4,100 RPM
TRANSMISSION	6-SPEED MANUAL/6-SPEED AUTOMATIC SEQUENTIAL (Standard/Available)
SUSPENSION	MACPHERSON STRUT/DOUBLE WISHBONE (Front/Rear)
STEERING	RACK AND PINION (with Electric Power Steering [EPS])
TURNING CIRCLE	37.4 FT (Curb to Curb)
STABILIZER BARS	FRONT/REAR
BRAKES	VENTILATED DISC/SOLID DISC (Front/Rear)
BRAKING SYSTEM	ABS (with Electronic Brake-Force Distribution and Brake Assist [13])
VEHICLE STABILITY CONTROL [VSC] [14] AND TRACTION CONTROL [TRAC]	STANDARD

TIRES/WHEELS

TIRES/WHEELS	P225/45R18 ON 18" 7.5J ALLOY WHEELS
SPARE	TEMPORARY

EXTERIOR DIMENSIONS

OVERALL HEIGHT	55.7 IN
OVERALL WIDTH	70.7 IN
OVERALL LENGTH	174.0 IN
WHEELBASE	106.3 IN
TREAD	60.6 IN/61.4 IN (Front/Rear)
GROUND CLEARANCE	6.3 IN

INTERIOR DIMENSIONS

HEAD ROOM	37.7 IN/36.4 IN (Front/Rear)
SHOULDER ROOM	55.4 IN/52.1 IN (Front/Rear)
LEG ROOM	41.8 IN/34.6 IN (Front/Rear)
SEATING CAPACITY	5

WEIGHTS /CAPACITIES

CURB WEIGHT	3,060 LBS/3,102 LBS (Manual/Automatic)
PASSENGER VOLUME	88.4 CU FT
CARGO VOLUME	14.7 CU FT
FUEL TANK	14.5 GAL

MILEAGE ESTIMATES

MANUAL [15]	23 MPG/31 MPG (City/Highway)
AUTOMATIC [15]	23 MPG/31 MPG (City/Highway)



STANDARD
18" 7.5J Alloy Wheels

GENUINE ACCESSORIES

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EXTERIOR OPTIONS

16" ALLOY WHEEL
17" ALLOY WHEEL
CARBON FIBER WINDOW TRIM
FOG LIGHT KIT
REAR SPOILER
REAR BUMPER PROTECTOR
SCION PAINT PROTECTION FILM
REAR WINDOW DEFLECTORS
WHEEL COVERS (3 types)
WHEEL LOCKS

INTERIOR OPTIONS

ASHTRAY KIT
AUTO DIMMING MIRROR
C-PILLAR STORAGE
DVD HEADREST MONITORS
FLOOR & CARGO MATS
ILLUMINATED DOOR SILLS
LEATHER WRAPPED STEERING WHEEL
OVERHEAD CONSOLE BOX

AUDIO OPTIONS

ALPINE PREMIUM AUDIO
ALPINE PREMIUM NAVIGATION MODULE (2)
BLU LOGIC HANDS-FREE SYSTEM (9)
PIONEER STANDARD AUDIO
SCION NAVIGATION SYSTEM (2)
SUBWOOFER
XM SATELLITE RADIO (17)

CONVENIENCE OPTIONS

CARGO COVER
CARGO LINER
CARGO NET (with Pockets)
CARGO TOTE
REMOTE ENGINE START (RES)
SCION SECURITY SYSTEM

xD

EXTERIOR OPTIONS

16" ALLOY WHEEL
CARBON FIBER B-PILLAR APPLIQUÉ
FOG LIGHTS
REAR BUMPER PROTECTOR
REAR SPOILER
SCION PAINT PROTECTION FILM
WHEEL COVERS (3 types)
WHEEL LOCKS

INTERIOR OPTIONS

ASHTRAY KIT
AUTO DIMMING MIRROR
CENTER ARMREST
DOOR SILL ENHANCEMENTS
FLOOR & CARGO MATS
LEATHER WRAPPED STEERING WHEEL
OVERHEAD CONSOLE BOX

AUDIO OPTIONS

ALPINE PREMIUM AUDIO
ALPINE PREMIUM NAVIGATION MODULE (2)
BLU LOGIC HANDS-FREE SYSTEM (9)
PIONEER STANDARD AUDIO
SCION NAVIGATION SYSTEM (2)
XM SATELLITE RADIO (17)

CONVENIENCE OPTIONS

CARGO COVER
CARGO LINER
CARGO NET
CARGO TOTE
REMOTE ENGINE START (RES)
SCION SECURITY SYSTEM

tC

EXTERIOR OPTIONS

B-PILLAR APPLIQUÉ
FOG LIGHT KIT
GRAPHICS/APPLIQUES LOWER ROCKER
MUDGUARDS
REAR BUMPER APPLIQUE
REAR LIP SPOILER
SCION PAINT PROTECTION FILM
WHEEL LOCKS

INTERIOR OPTIONS

AUTO DIMMING MIRROR
DOOR SILL ENHANCEMENT
FLOOR & CARGO MATS
ILLUMINATED DOOR SILL (7 colors)
INTERIOR LIGHT KIT (7 colors)

AUDIO OPTIONS

ALPINE PREMIUM AUDIO
ALPINE PREMIUM NAVIGATION MODULE (2)
BLU LOGIC HANDS-FREE SYSTEM (9)
PIONEER STANDARD AUDIO
SCION NAVIGATION SYSTEM (2)
XM SATELLITE RADIO (17)

CONVENIENCE OPTIONS

CARGO NET (Spider)
REMOTE ENGINE START (RES)
SCION SECURITY SYSTEM

AUDIO OPTIONS



PIONEER STANDARD AUDIO - The Pioneer Standard Audio System delivers audio through six speakers. It includes Scion Sound Processing® (SSP), an Automatic Sound Levelizer (ASL), Pioneer's Advanced Sound Retriever (ASR), a 2.4-volt RCA Output for adding External Amps and Subwoofers, a USB Port and an AUX Port. The unit also has MP3, WMA®, and AAC capability and comes Satellite Radio ready (17).



SCION NAVIGATION SYSTEM (SNS) - The Scion Navigation System (SNS) (1) is a Premium Navigation-Audio System that features a large 7-inch Touch-Screen LCD Display. The Navigation System provides full US/Canada coverage, a Database of Millions of Points-of-Interest (POIs), and Real Time Traffic via XM NavTraffic (optional). The Audio System features USB Connectivity for your iPod® or iPhone® (1). It's XM Satellite Radio ready(17), allows Bluetooth® Hands-Free (8) mobile phone communication and offers Scion Sound Processing® (SSP). It is equipped with a powerful 200-watt integrated Amplifier and supports adding External Amps and Subwoofers via 2.4-volt RCA Outputs to boost Power and expand the Sound Field.



ALPINE PREMIUM AUDIO - The Alpine™ Premium Audio System features six speakers, along with the Rich Sound Quality of Built-In HD Radio™. It integrates Scion Sound Processing® (SSP) and has a USB Port, a Touch Screen LCD Thin Film Transistor (TFT) Display, three 2.4-volt RCA Outputs for adding External Amps and Subwoofers and comes Satellite Radio ready (17).



ALPINE PREMIUM NAVIGATION MODULE - The Navigation Upgrade Kit for the Alpine™ Premium Audio System (2) delivers the Precision Graphics of the Flash-Based Global Positional Satellite (GPS) Navigation. The kit gives you the Unique Ability to Customize your Route Guidance Icon to match your very own Scion Vehicle.



TOYOTA RACING DEVELOPMENT ACCESSORIES (3,5)

TRD 18" ALLOY WHEELS (4) - TRD's commitment to design and engineering is reflected in this classic 5-spoke design. The 18" Alloy Wheel is offered in Bright Silver Painted Finish or a Matte Black Painted Finish.

TRD RADIATOR CAP - TRD Radiator Caps are designed for high-RPM and high-load operation.

TRD 12MM WHEEL INSTALLATION KIT - TRD Wheel Installation Kit includes 16 conical seat lugnuts, 4 wheel locks, a spline drive tool, and wheel lock key.

TRD AIR FILTER - TRD High-Performance Reusable Air Filter's design has an expanded filter pleat geometry and multi-layered gauze. TRD's Air Filter features a firm polyurethane body with a four-ply cotton gauze filter element that is precision oiled. Filter body is 100% polyurethane construction.

TRD LOWERING SPRINGS - TRD Lowering Springs lower the ride height of a Scion. They're designed to be direct replacements for the original equipment springs and are suitable for use with either original equipment or the TRD Shock/Strut Kit.

TRD BRAKE UPGRADE - TRD Performance Brake kits offer larger drilled rotors and 4-piston calipers that provide increased heat capacity for more resistance to brake fade and deliver a firmer pedal feel. All TRD Performance Brake kits are tested to stringent FMVSS standards.

TRD LIMITED SLIP-DIFFERENTIAL - TRD Differential senses which wheel has the better grip and biases the power to that wheel. It does this smoothly and constantly, and without ever completely removing power from the other wheel.

TRD OIL CAP - TRD Oil Caps are available in Polished Silver Finish. The forged aluminum oil filler cap is CNC-machined to help achieve an excellent fit and custom accent to the engine compartment.

TRD 19" ALLOY WHEELS (4) - TRD race-inspired wheels have a bright, fat lip that will reflect every one looking at you. They are engineered from the ground up using state of the art CAD design and techniques to create the right fit for you xB.

TRD OIL FILTER - TRD High-Performance Oil Filters are designed to hold 45% more dirt, stay flexible at extreme temperatures, eliminate dry start wear, and protect vital engine components by allowing the engine to pump more oil.

TRD QUICKSHIFTER - TRD Quick Shifter shortens the length of shift throws in a Scion.

TRD REAR SWAY BAR - TRD Rear Sway Bar is made from SAE 1026 Cold Drawn Steel rod with precision bending tools and is specifically designed and engineered to enhance cornering and handling. It comes in a TRD Red Powder-Coat which completes the look and adds durability.

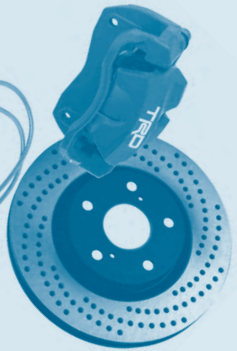
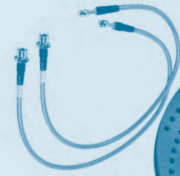
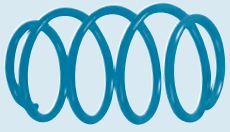
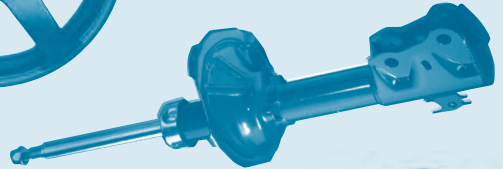
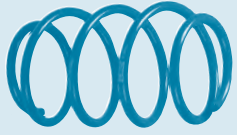
TRD PERFORMANCE CLUTCH KIT - TRD High-Performance Clutch Kit features a high-capacity pressure plate. Each kit is a direct bolt-in replacement for each stock Scion.

TRD SHOCK/STRUT KIT - TRD Shock/Strut Kit uses original equipment-type canister bodies with aggressive valving to reduce roll and improve response and overall cornering performance.

TRD SPORT MUFFLER - TRD Sport Muffler has a large Polished Exhaust Tip and is built from Stainless Steel. They are emissions-legal in all 50 states.

TRD STRUT BRACE - TRD Strut Brace rigidly links the mounting points of the two front MacPherson strut towers. This extruded aluminum oval tube brace features TIG welds.

TRD WHEEL LOCKS - TRD Wheel Locks provide an effective method of wheel protection. Constructed of forged hardened steel with triple-chrome plating.

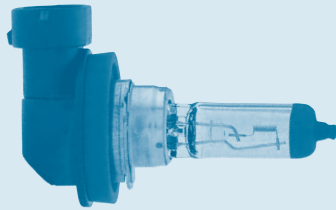
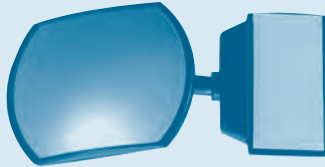


optōmize

ACCESSORIES & APPAREL (18)

When it comes to customizing your vehicle, the more options the better. With Optimize, Scion's accessories and apparel program, you get a wide and diverse selection of over 150 name brand auto accessories and apparel items. Optimize brings you a huge selection of components that you might typically find in a compact performance shop—from shift knobs, to under-hood accessories, to racing pedals and body kits. Whatever you're looking for, Optimize offers more avenues to explore when creating your perfect ride.

*To view the full range of Optimize products,
visit a Scion dealer or log on to optimizescion.com*



CONTACT

For additional information on Scion, email, write or call.

Scion Customer Experience
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Mail Stop WC12
Torrance, CA 90501

Phone: 866.70.SCION

Fax: 310.381.5932

Email: Email us through the contact page located on scion.com

Hours: M-F 6am-5pm PST

Online Chat: M-F, 6am-6pm PST

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1. iPod and iPhone are registered trademarks of Apple Inc. iPod and iPhone not included. **2.** The Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your Navigation System Owner's Manual for further details. **3.** Certain TRD Sports Parts may be warranted differently than Scion Genuine Accessories. Please consult your Scion Dealer for warranty specifics. **4.** Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 20,000 miles, depending on driving conditions. Consult with your dealer when choosing tires for optimal performance wheels. **5.** Installation of non-Genuine Scion Parts or Accessories may impact your vehicle's warranty coverage. See your Owner's Warranty Information booklet for details. Certain aftermarket equipment may not be street-legal in all states and may impact your vehicle's performance or safety. **6.** Race or off-highway use parts have no warranty and may not be installed by a Scion dealer on a vehicle intended for use on public roads. This part may not be sold with a new vehicle and may not be financed together with a new vehicle. **7.** Vehicles shown is a special project car, modified with non-genuine parts and accessories. Modifications with these non-genuine parts or accessories will void the scion warranty, may negatively impact vehicle performance & safety and may not be street legal. **8.** The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Scion vehicles. Performance will vary based on phone software version, coverage, and your wireless carrier. Phones are warranted by their manufacturer, not Scion. **9.** Performance of BLU Logic compatible phones will vary based on phone software version, coverage, and your wireless carrier. See www.blulogicupdate.com for more details. **10.** Do not allow passengers to ride on the fully reclined front seat while driving. This feature is intended for use only when the vehicle is parked. While the vehicle is being driven, all vehicle occupants should have the seatback upright, sit well back in the seat and properly wear the seat belts provided. In the event of a collision, the more the seat is reclined, the greater the risk of death or personal injury. See Owner's Manual for additional information. Standard equipment, options, accessories, and other information is subject to change. **11.** The Direct Tire Pressure Monitor System alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details. **12.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABS (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABS at a severe tilt degree, roll or lateral G-Force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings. **13.** Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. **14.** Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions, and driver steering input can affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. **15.** 2011 EPA-MPG estimates. Actual mileage will vary. **16.** Active Head Rests can help prevent or limit the extent of whiplash in certain types of rear-end collisions. **17.** Satellite radio requires XM compatible receiver and monthly service fee. See your Scion dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States. **18.** All accessories offered by Optomize will be covered by the individual manufacturer's warranty, and not the Scion factory warranty. **19.** The system is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.



YOUR SCION. NO HAGGLE, NO HASSLE



DOWNLOAD THE **STICKYBITS**™ APP + SCAN THE CODE
AVAILABLE ON iPhone® AND Android™

-
- » **THE ADVERTISED PRICE IS THE PRICE YOU PAY. WHEN THE DEALER TELLS YOU HOW MUCH THE CAR COSTS, THAT'S WHAT THE CAR COSTS.**
 - » **DEALERS HAVE A MENU OF OPTIONS FOR PARTS, ACCESSORIES, FINANCING, AND SERVICE WITH CLEAR PRICING.**
 - » **SAVES TIME—NO BACK AND FORTH.**
 - » **YOU KNOW ALL THE PRICING UP FRONT.**

**THE VALUE BUILT INTO EVERY SCION
MEANS THAT THE ANSWER IS ALWAYS YES!**

*For more information on Scion's Pure Price®
Experience contact your local Scion dealer.*

MODEL



xB



xD



tC

COLOR

Black - tC	Super White - xD / xB / tC
Black Currant Metallic - xD	Classic Silver Metallic - xD / xB / tC
Army Rock Metallic - xB	Magnetic Gray Metallic - xD / tC
Amazon Green Metallic - xD	Cement - tC
Nautical Blue Metallic - xD / tC	Black Sand Pearl - xD / xB
Stingray Metallic - xB	Sizzling Crimson Mica - xB / tC
Barcelona Red Metallic - xD	Elusive Blue Metallic - xB

GENUINE



TRD



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FINANCING OPTIONS

LEASE

- » SCION PURE LEASE
- » iFINANCE PROGRAMS
- » COLLEGE GRADUATE FINANCE AND REBATE PROGRAMS
- » SCION MILITARY REBATE PROGRAM

BUY

- » RETAIL FINANCE PLAN
- » GEN-ONE FINANCE PROGRAM
- » SCION MILITARY REBATE PROGRAM
- » COLLEGE GRADUATE FINANCE AND REBATE PROGRAMS

YOUR SCION. NO HAGGLE, NO HASSLE



PURE PRICE®

DOWNLOAD THE STICKYBITS® APP + SCAN THE CODE
AVAILABLE ON iPhone® AND Android™

**PURE PRICE® TAKES
THE HAGGLE, AND
THE HASSLE OUT OF
BUYING A NEW SCION.**

1. CHOOSE

2. CUSTOMIZE

3. PURCHASE

SCION SOLUTIONS

TOYOTA FINANCIAL SERVICES (TFS) HAS DEVELOPED A NUMBER OF WAYS TO HELP YOU GET BEHIND THE WHEEL OF A NEW SCION. SEE BELOW FOR HIGHLIGHTS OF SOME OF OUR PROGRAMS ⁽¹⁾. FOR ADDITIONAL FINANCING AND LEASE OPTIONS, AS WELL AS MORE INFORMATION ON THOSE LISTED HERE, PLEASE VISIT SCION.COM AND SCION.COM/PURELEASE.

SCION PURE LEASE

With a Scion Pure Lease, you may enjoy lower monthly payments than you would if you were financing the purchase of your vehicle. You also have the flexibility of driving a new vehicle every few years, without having to worry about selling your vehicle at the end of the lease.

RETAIL FINANCE PLAN

If you plan to keep your Scion for awhile and drive more than 12,000 miles a year, the Scion Solutions Retail Finance Plan can be a great choice. With Competitive Annual Percentage Rates and flexible payment options, start clearing out a space in the garage.

SCION \$1,000 MILITARY REBATE PROGRAM ⁽²⁾

In appreciation of all you do, Scion is offering a special \$1000 rebate to eligible active duty and reserve personnel who finance or lease a new Scion through a Scion dealer and Toyota Financial Services.

\$1,000 COLLEGE GRADUATE REBATE AND FINANCE PROGRAMS ⁽³⁾

Congratulations on graduating from college! To celebrate, if you finance or lease through a participating Scion dealer and TFS we're offering qualified recent grads \$1000 towards the purchase of a new Scion, no money down, no monthly payments for the first 90 days on finance contracts, and complimentary Roadside Assistance for one year. If you would prefer a

lease, Scion Solution College Graduate Lease offers \$1000 towards the lease of a new Scion, waived security deposit, and complimentary Roadside Assistance for one year.

iFINANCE PROGRAMS

If you have limited credit history, TFS has a lease program designed for you. Additionally, if you qualify, the Scion Solutions iFinance Lease Program allows you to drive off in a new Scion, without a co-lessee.

GEN-ONE FINANCE PROGRAM

The Scion Solutions Gen-One Finance Program is designed to help buyers with little or no previous credit history.

HOW TO CONNECT

GENERAL

FOR ADDITIONAL INFORMATION ON SCION, EMAIL, WRITE OR CALL:

Scion Customer Experience
19001 S. Western Avenue
Mail Stop WC12
Torrance, CA 90501

Phone: 866.70.SCION
Fax: 310.381.5932

Email: Email us through the
contact page located on scion.com

Hours: M-F 6am-5pm PST

Online Chat: M-F, 6am-6pm PST

FIND A DEALER

TO FIND A DEALERSHIP IN YOUR AREA, VISIT:

www.scion.com/dealer

SOCIAL MEDIA

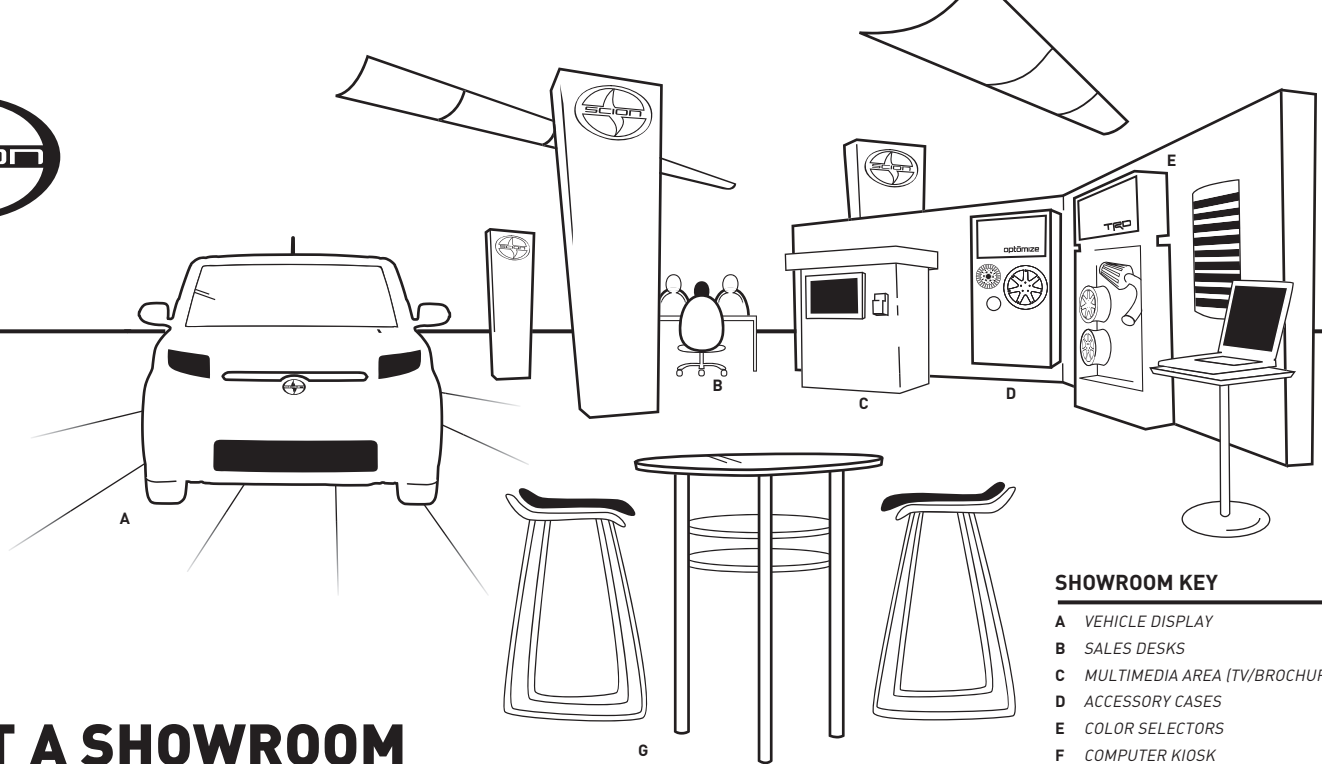
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www.scionracing.com
www.scionowners.com
www.optomizescion.com
www.trdusa.com
www.toyotafinancial.com

1. Programs are on approved credit through participating Scion dealers and Toyota Financial Services. Not all applicants will qualify. Terms, conditions and restrictions apply. Programs are not available in all areas and are subject to change or terminate at any time. 2. Rebate offered by Toyota Motor Sales, U.S.A., Inc. Rebate will be applied on lease contracts, first toward the amount due at lease signing or delivery, with any remainder to the capitalized cost reduction, or towards the down payment on finance contracts. One rebate per finance or lease transaction. Only available on new untitled Scions. Finance or lease contract must be dated by December 31, 2010. 3. Rebate offered by Toyota Motor Sales, U.S.A., Inc. Rebate will be applied on lease contracts, first toward the amount due at lease signing or delivery, with any remainder to the capitalized cost reduction, or towards the down payment on finance contracts. One rebate per finance or lease transaction. Only available on new untitled Scions. Finance or lease contract must be dated by December 31, 2010. Scion College Grad Rebate can not be combined with Scion Military rebate. On finance contracts, first payment may be deferred for first 90 days: finance charges accrue from contract date. Deferred payment not available in PA or in connection with preferred option finance plan. Toyota Financial Services is a service mark of Toyota Motor Credit Corporation. 4. Programs not available through Toyota Financial Services in AL, FL, GA, NC, SC or HI. In these states programs may be available through other providers but terms will differ from Toyota Financial Services (TFS) programs. Please see your local Toyota dealer in those states for further details. Program is subject to change or termination at any time. Please see your participating Scion dealer for details. See vehicle protection agreements for applicable exclusions. When financing, leasing, or purchasing a Scion, you are not obligated to purchase a vehicle protection plan. If you choose to do so, you can cancel the vehicle protection plan at any time. Some restrictions apply. 5. stickybits® is a registered trademark of stickybits, inc. 6. iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. 7. Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions.

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SHOWROOM KEY

- A VEHICLE DISPLAY
- B SALES DESKS
- C MULTIMEDIA AREA (TV/BROCHURES)
- D ACCESSORY CASES
- E COLOR SELECTORS
- F COMPUTER KIOSK
- G TABLE/STOOLS

VISIT A SHOWROOM

The Scion Showroom is generally separated into two distinct areas to promote our Pure Price purchase experience: Scion Discovery and Sales Consultation.

In any Scion Discovery Area, you can check out the cars and accessories in a hassle-free, no pressure environment. Use the Interactive Kiosks to build the Scion of your choice at Scion.com. All you have to do is choose the model, color, transmission and accessories you'd like. You can also do this at home prior to coming to the dealership. If you do so, simply bring a print-out with you or call your dealership to let them know you're coming.

After learning what you need to know about the Scion vehicle of your choice, go to the Sales Consultation area and talk to your Scion Sales Consultant. Take a test drive. Learn about our vehicles, how they differ from our competitors and our "haggle-free" purchase experience. Make sure you bring along your iPod® or MP3 player, so you can hear your tunes on one of our car's sound system. And if you want further details about our vehicles and accessories, your Scion Sales Consultant will answer any of your questions. Whatever you need to get the full Scion experience is cool with us.

ONCE YOU'VE GOT YOUR SCION, THERE'S MUCH TO LOOK FORWARD TO:

- » Scion Lifestyle Events in locations across the country.
- » Exclusive Scion Owners Events.
- » Your first two Factory Recommended Services (5,000 miles/10,000 miles) are on us.

And don't forget to pick up the latest Scion CD sampler for your ride home.

SEVEN EASY THINGS TO THINK ABOUT WHEN BUYING A SCION

1 HOW'S YOUR CREDIT?

Factors like your income, the amount of debt you have, and how you've handled repayments in the past determine your credit score, how much money you can borrow, and the interest rates you'll get.

2 WHAT'S YOUR BUDGET?

Figure out your monthly personal expenses to determine what kind of payments you can afford over the term of a lease or finance agreement.

3 DECIDE WHETHER YOU SHOULD BUY OR LEASE A VEHICLE

If you enjoy the freedom of owning your vehicle with no limits and for any length of time, then buying could be for you. If you prefer to pay less cash upfront and enjoy lower monthly payments then you may through a purchase, then leasing could be for you.

4 ESTIMATE YOUR MONTHLY PAYMENT AT SCION.COM

Once you build your Scion, you can find your estimated monthly payment based on some knowledge of your credit score.

5 FILL OUT A CREDIT APPLICATION AT SCION.COM

The tools at Scion.com not only allow you to create just the car you want, they also let you set up the means to pay for it before you even visit a dealership.

6 CONSIDER THE BENEFITS OF A VEHICLE SERVICE AGREEMENT

It supplements your factory warranty so you won't have to hassle with paperwork or stress about who's working on your Scion. We offer three different vehicle protection plans for your new car (4).

7 CONSIDER PREPAID MAINTENANCE

It's a convenient, affordable way to maintain your Scion and avoid expensive repair, and comes with benefits such as 24-hour roadside assistance and timed service reminders (4). For more details, visit toyota-financial.com and go to the Planning Center. Once there, click Prepaid Maintenance under Vehicle Protection.

SCION.COM