

Scion Taps Media Partners for 10th SEMA Tuner Challenge

TORRANCE, Calif., (Aug. 11, 2014) – They publish about the FR-S and they love the FR-S, but can they tune it? Scion announced today the three media partners that will compete in its 10th annual Scion Tuner Challenge at the Specialty Equipment Market Association (SEMA) Show in Las Vegas Nov. 4-7. Super Street, GT Channel and Speedhunters will put their own spins on the stock FR-S vehicles, drawing inspiration from the details of the FR-S Release Series 1.0.

All three outlets have long relationships with Scion and will receive \$15,000 to modify the vehicles. Super Street is a magazine dedicated to covering high-performance customized cars and lifestyle. GT Channel is a car video network focused on drifting videos, car racing and new vehicle tests. Speedhunters is an international collective of photographers, writers and drivers with a shared passion for digging up the most exciting stories surrounding car culture happening anywhere in the world. A panel of judges will evaluate the entries and announce the winner at the SEMA Show. First place earns a \$10,000 grand prize.

“The FR-S Release Series 1.0 presents a modern take on the vehicle’s racing heritage and will provide our three media teams a creative muse for their own inspired customizations,” said Landy Joe, Scion auto shows and special events manager. “In our 10 years bringing this competition to the SEMA Show, we’ve always been impressed by the ingenuity of car builders there and our Scion fans. By bringing in these three respected partners to help us celebrate this milestone, we hope to get even more people excited about the possibilities.”

The stock FR-S is already a favorite of car enthusiasts and the tuner community. At the start of the competition, each FR-S vehicle will have its 2.0-liter, flat boxer engine, six-speed manual transmission and streamlined body exterior. Each builder team can reach out to aftermarket partners for support as needed.

For more details about the contest, visit www.ScionRacing.com for blog entries, photos and video content. Fans can follow the builds on the Scion Racing Twitter and Instagram using the hashtags #ScionTunerChallenge and #FRSRS1.

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