



MISSION BRIEF

DEADLINE: JUNE 11, 2010





The **Scion Battle of the Builds** is a military design challenge giving you the opportunity to construct your ideal xB.

To enter, please follow these steps:

1. **Put together a team of 5 to 8 service members with the same incredible vision. One MWR-eligible member is also allowed.**

Be creative with your design and build a car that is truly unique.

Helpful Hint:: Try to balance out your team with members who are creative/artistic, several with a passion for working on cars, good mechanics, plus a problem solver or two, and a strong communicator--someone who can talk up your design on base and off—he or she will be especially handy online, when the voting starts.

2. **Read the official contest rules on <http://www.battleofthebuilds.com>.**

Yep, it will be like watching grass grow. But it has all the official regulations for the program--like how voting and judging take place, what happens if there's a tie, what an all expense paid trip includes, etc.

Helpful Hint: First check-in with your Auto Skills Shop Manager for some helpful advice and what you really need to know.

3. **Upload a basic sketch of the car you would like to build (this document contains simple B&W templates you can use) and some basic info about your team and the design.**

You have until June 11, 2010 to submit your proposals. Semi-Finalist proposals will then be displayed on www.battleofthebuilds.com for your friends, family, and the world to vote on.

Helpful Hint: Submitting your design is simple and can be done from computers in Recreation Centers and Base Libraries. Make sure you show us your team's passion for your build! Talk about the inspiration for your design. No need to over engineer it. Recognize your team will only have about 12 weeks to complete your build.

Three Finalists will receive a Scion xB and \$15K to make their vision a reality. One ultimate winning **team** will be flown to Las Vegas to show off their Scion xB at the 2010 SEMA (Specialty Equipment Market Association) Show.



There are also healthy cash prizes for the three Finalists:

Grand prize \$14,000

1st Place: \$12,000

2nd Place: \$10,000

Helpful Hint: After you've submitted your design you'll have a chance to vote for your design and other submissions in this military-only contest. So get the word out in your unit, on your installation, as well as among all your friends and family. Voting begins on June 16th at <http://www.battleofthebuilds.com/vote>.

**MUST BE U. S. MILITARY SERVICE MEMBER: ACTIVE DUTY, RESERVES,
OR NATIONAL GUARD TO ENTER. MWR-ELIGIBLE TEAM MEMBERS
MUST BE 18 YEARS OF AGE OR OLDER.**

DEADLINE: JUNE 11, 2010. NO PURCHASE NECESSARY.



DIRECTIONS: Please complete the proposal in its entirety. If you have any questions, please go to Contest Rules on <http://battleofthebuilds.com> for answers. Or you can email us at info@battleofthebuilds.com.

1. Tell Us About Your Team

Team Name: _____

Military Branch: _____

Base: _____

Contact Person Name: _____

Contact Person Email: _____

Contact Person Phone: _____

This information is for purposes of the Battle of the Builds only and will be treated in strict compliance with our privacy policy which is available in its entirety online at www.scion.com/privacy

Team Member #1

Name: _____

Bio:

Team Member #2

Name: _____

Bio:



Team Member #3

Name: _____

Bio:

Team Member #4

Name: _____

Bio:

Team Member #5

Name: _____

Bio:

Team Member #6 (ONLY 5 REQUIRED)

Name: _____

Bio:



Team Member #7 (ONLY 5 REQUIRED)

Name: _____

Bio:

Team Member #8 (ONLY 5 REQUIRED)

Name: _____

Bio:

Auto Hobby/Skill Center
You Plan to Use: _____



2. Tell Us About Your Idea

Concept Name _____

Inspiration For Your Concept

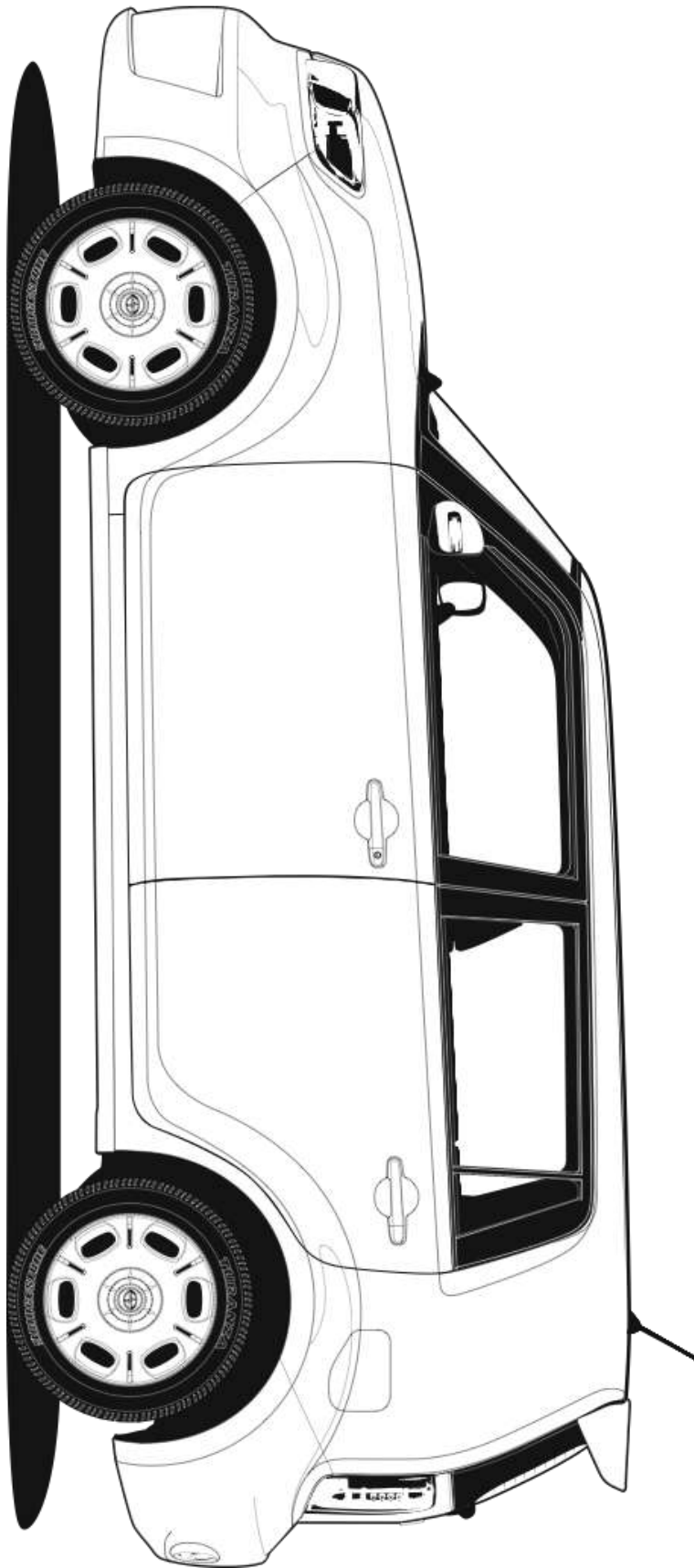
3. Show Us Your Big Idea!

Please use these templates as guidelines to illustrate your concept to us. You may also use graphic design applications like Photoshop to illustrate your concept and upload separately on the submit page, but that is **NOT REQUIRED**. To download these templates as JPEG/EPS and additional photographs of the xB, please go to <http://battleofthebuilds.com/submit>





BATTLE 2K10
BUILDS 10



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