



SCION ANNOUNCES WINNERS FOR ITS “BATTLE OF THE BUILDS” CUSTOMIZATION COMPETITION FOR U.S. SERVICEMEN AND SERVICEWOMEN

TORRANCE, Calif. — October 18, 2010 — Scion announced today the winners for its unique car customization challenge for teams of active duty military personnel. The “Scion Battle of the Builds” contest highlights the creativity, teamwork and can do attitude of today’s U.S. Military and challenged them to design a customized Scion xB.

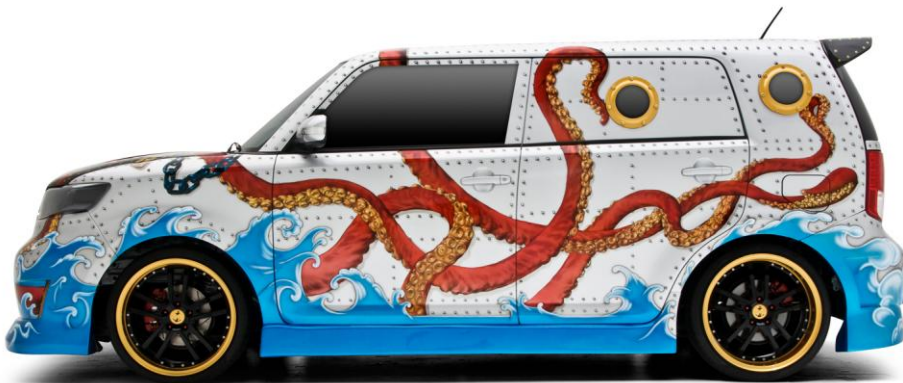
The customized xBs were evaluated by Global Judging Automotive based on thirteen criteria including paint, build quality, bodywork, interior, and audio/visual entertainment.

"We are fortunate enough to travel around the country and see all different types of cars," says Nathan Leon of Global Judging Automotive. "We have seen it all, but none of those competitions have been as rewarding or as unique as the Scion Battle of the Builds. Each of the vehicles presented had incredible inspiration, making it very difficult to pick a winner."

Scion is pleased to announce the final judging results:

Grand Prize Winner: \$14,000

Team: The Salty Dogs



Concept: The Squid
Military Branch: United States Navy
Base: Naval Station, Mayport, FL
Team Members: 6

First Prize Winner: \$12,000

Team: Sapper



Concept: R&R 2011

Military Branch: United States Army

Base: Fort Leonard Wood, MO

Team Members: 5

Second Prize Winner: \$10,000

Team: Kai Hei Tai



Concept: xB Assault

Military Branch: United States Marine Corps

Base: Marine Corps Air Ground Combat Center, 29 Palms, CA

Team Members: 5

The six members of The Salty Dog team will be invited to the 2010 Specialty Equipment Market Association (SEMA) show in Las Vegas to showcase their modified xB in the Scion booth. On November 3, the team will be awarded the grand prize check for \$14,000.

“Congratulations to The Salty Dogs for taking home the win!” says Nate Leon. “We were blown away by the overall look and craftsmanship of their Scion xB. It is truly a one-of-a-kind vehicle with a great story behind it.”

"All three teams did an awesome job transforming their xBs from cool concepts to complete head-turning rides," says Steve Hatanaka, Scion auto shows and events manager. "On behalf of Scion I want to congratulate The Salty Dogs on their amazing build. I look forward to seeing this vehicle at SEMA and around the country in the coming year."

To support U.S. troops, Scion is working closely with Morale, Welfare and Recreation (MWR) of the Army, Navy, Air Force, and Marine Corps commercial sponsorship units and base Auto Skills Centers. Car enthusiasts, team supporters, and other interested parties can visit www.BattleoftheBuilds.com/blog to take a closer look and see how each xB project was built. The projects can also be viewed by visiting Scion's Facebook page at www.facebook.com/scion.

Scion, from Toyota Motor Sales (TMS), U.S.A., Inc., was developed with a new generation of youthful buyers in mind. Scion's mission is to provide distinctive products, the opportunity to personalize, and an innovative, consumer-driven process at the retail level. The brand features three ground-breaking models with a wide array of standard features: the xD urban subcompact five-door, the iconic xB urban utility vehicle and the tC sports coupe. Scion launches the all-new, premium micro-subcompact iQ in early 2011. The Scion brand often applies new practices in all aspects of its business and pushes the creativity envelope with non-traditional advertising and marketing to engage young consumers. Scion also supports originality through its programs in the artistic community. For more information, visit www.scion.com.

About MWR. Morale, Welfare, and Recreation (MWR) is a Services-wide, comprehensive network of support and leisure programs and services primarily designed to enhance the experience and improve the quality of life of our uniformed service members, their families and military retirees. MWR professionals worldwide strive to deliver a wide range of quality programs, services and events ranging from family, child and youth programs to athletics, recreation, entertainment, and auto skills activities. Whether it be at a stateside or overseas base, on board a ship deployed to the Arabian Gulf, or on the battlefield half a world away, MWR is proud to serve the needs, interests and responsibilities of the entire military community for as long as they are a part of the military. # # #

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