

THREE SIMPLE STEPS TO YOUR SCION.

01 CHOOSE

- all Scions are monospec, which means you select your color and transmission type. It's that simple.

02 CUSTOMIZE

- every Scion comes into this world fully loaded with superior standard features, but you have options.
- that's why Scion offers numerous accessories that will allow you to customize your Scion to reflect your distinct style.

03 PURCHASE

- when you're ready to buy your Scion, the Pure Price® Experience lets you do just that, without any hassles, making your Scion buying experience easy, fun and fast.







Shown with Optional Foglights and Ground Effects Kit

2010 tCPERFORMANCE









PERFORMANCE 2010 tC



CHOOSE



Intermittent Front Wipers

Power Outside Mirrors/Turn Signal Indicators

Panoramic Moonroof (with Power Slide/Tilt Front Panel



17" Alloy Wheels (with Liquid Graphite Appearance)

Chrome Exhaust Tip

Projector Style Low Beam Headlamps (with Auto-off Feature)
Multi-Reflector Halogen Headlamps

STANDARD EXTERIOR FEATURES



STANDARD INTERIOR FEATURES





EXTERIOR CUSTOMIZATION OP



tC STANDARD FEATURES

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INTERIOR / CONVENIENCE FEATURES	хВ	ХD	tC
60/40 Split Folding Rear Seat(a)	S	S	S
Air Conditioner	S	S	S
Amber Instrument Panel Illumination Cargo Area Cover	S A	S A	S S
Cargo Area Storage	S	S	S
Cruise Control	S	S	S
Digital Clock	S	S	S
Driver and Passenger Vanity Mirrors	S	S	S
Driver's Seat One-Touch Walk-In (with Track and Seat Angle Memory)	N/A	N/A	S
Dual Power Ports	N/A	N/A	S
Fold-Flat Front Seats(1) Outside Temperature Gauge	S S	N/A N/A	S S
Power Door Locks	S	S	S
Power Windows (with One-Touch Auto Down on Driver's Window)(b)	S	S	S
Rear Window Defogger	S	S	S
Remote Keyless Entry (RKE)	S	S	S
Scion Drive Monitor(c)	S	S	N/A
Side/Rear Privacy Glass Sport Front Bucket Seats <i>(with Fabric Upholstery)</i> (d)	S S	N/A S	N/A S
Tachometer and Trip Meter	S	S	S
Tilt Steering Wheel	S	S	S
EXTERIOR FEATURES	хВ	хD	tC
16" Steel Wheels (with choice of 3 Wheel Cover Designs) 17" Alloy Wheels (with Liquid Graphite Appearance)	S N/A	S N/A	N/A S
Chrome Exhaust Tip	S IN/A	S S	S S
Intermittent Front Wipers(e)	S	S	S
Multi-Reflector Halogen Headlamps	S	S	S
Projector Style Low Beam Headlamps(f)	S	N/A	S
Panoramic Moonroof (with Power Slide/Tilt Front Panel)	N/A	N/A	S
Power Outside Mirrors/Turn Signal Indicators	S S	S S	S N/A
Rear Wiper	3	3	IN/A
AUDIO	хВ	хD	tC
6-Speakers (including 2 tweeters)	S	S	S
Six-Inch Subwoofer	N/A	N/A	S
Auxiliary Port iPod® Connectivity	S S	S S	S S
USB Connectivity	S	N/A	N/A
Pioneer Audio System w/ AM/FM/CD (Maximum Output 160-watt)	S	S	S
Steering Wheel Mounted Audio Controls	S	S	S
SAFETY FEATURES	хВ	хD	tC
3-Across Rear Head Restraints	S	S	S
3 Point Front Seatbelts	S	S	S
3 Point Rear Seatbelts	S	S	S
Active Front Head Rests(2)	N/A	S	N/A
Anti-Lock Brakes (ABS)	S	S	S
Direct Tire Pressure Monitor System(3)	S S	S S	S
Driver and Front Passenger Airbags(4) Driver and Front Passenger Seat Mounted Side Airbags(4)	S S	5 S	S S
Driver's knee airbag(4)	N/A	N/A	S
First Aid Kit	S	S	S
Front and Rear Side Curtain Airbags(4)	S	S	S
LATCH Child Restraint System (CRS)	S	S	S
Vehicle Stability Control (VSC)(5)	S	А	N/A

S=STANDARD, N/A=NOT AVAILABLE, A=AVAILABLE

⁽a) tC has Seatback Angle Adjustment; xD Sliding Reclining Seats

⁽b) tC includes Auto Up/Down with Jam Protection on Driver and Passenger Side

⁽c) Displays range, fuel consumption, and average speed. xB also includes trip timer.

⁽d) tC includes Driver's Seat Adjustable Thigh Support and Height Adjustment; xB Height Adjustment

⁽e) tC has Variable Intermittent Functionality

⁽f) tC includes Auto-off Feature

tC SPECIFICATIONS

MECHANICAL/PERFORMANCE

Engine Double Overhead Cam [DOHC] 16-valve,

VVT-I 4 Cylinder
Displacement 2.4 liters (2,362 CC)
Bore x Stroke 88.5 mm. x 96.0 mm.

Compression Ratio 9.8:1

Drivetrain Front Wheel Drive (Front Engine)
Induction System Sequential Fuel Injection [SFI]
Ignition System Direct Ignition System
Horsepower 161 hp @ 6,000 rpm
Torque 162 ft. lb. @ 4,000 rpm

5-Speed Manual (Standard) 4-Speed Automatic (Available)

Suspension Macpherson Strut/Double Wishbone (Front/Rear)

Steering Rack and Pinion with Power Steering

Turning Circle 36.1 ft. (Curb to Curb)

Stabilizer Bars Front/Rear

Brakes Ventilated Disc/Solid Disc (Front/Rear)
Braking System ABS with Electronic Brake-Force Distribution

TIRES / WHEELS

Transmission

Tires/Wheels 215/45ZR17 on 17" Alloy Wheels (with Liquid Graphite Appearance)

Spare Temporary

EXTERIOR DIMENSIONS

Overall Height55.7 in.Overall Width69.1 in.Overall Length174.0 in.Wheelbase106.3 in.

Tread 59.3 in./59.3 in. (Front/Rear)

Ground Clearance 5.2 in.

INTERIOR DIMENSIONS

Head Room37.6 in./36.6 in. (Front/Rear)Shoulder Room54.3 in./50.0 in. (Front/Rear)Leg Room41.6 in./33.6 in. (Front/Rear)

Seating Capacity

WEIGHTS / CAPACITIES

Curb Weight 2,932 lbs. (Manual) 2,987 lbs. (Automatic)

Passenger Volume84.7 cu. ft.Cargo Volume12.8 cu. ft.Fuel Tank14.5 gal.

MILEAGE ESTIMATES

 Manual(1)
 20 mpg/27 mpg (City/Hwy)

 Automatic(1)
 21 mpg/29 mpg (City/Hwy)



TOYOTA GENUINE ACCESSORIES

EVEN THOUGH EVERY SCION COMES FULLY LOADED WITH SUPERIOR STANDARD FEATURES, SCION OFFERS NUMEROUS ACCESSORIES THAT ALLOW YOU TO CUSTOMIZE YOUR RIDE TO REFLECT YOUR DISTINCT STYLE.

VIRTUALLY CONFIGURE THE CAR OF YOUR CHOICE AT SCION.COM. OR, IF YOU'RE INTERESTED IN ADDITIONAL ACCESSORIES, VISIT YOUR LOCAL DEALER'S WEBSITE FOR MORE CUSTOMIZATION OPTIONS.



EXTERIOR OPTIONS

- 01 B-Pillar Appliqué
- 02 EMX Super 7 18" Alloy Wheel(3)
- 03 Fog Light Kit
- 04 Front End Mask
- 05 Ground Effects Kit
- 06 Mudguards
- 07 Rear Bumper Protector
- 08 Rear Lip Spoiler
- 09 Rear Pedestal Spoiler
- 10 Scion Paint Protection Film
- 11 Wheel Locks

INTERIOR OPTIONS

- 12 Ashtray Kit
- 13 Door Sills
- 14 Floor & Cargo Mats
- 15 Illuminated Door Sills
- 16 Interior Illumination
- 17 Carbon Fiber Dash Appliqué
- 18 Leather Wrapped Steering Wheel
- 19 Shift Knobs by OBX
- 20 Shift Knobs by RÄZO
- 21 Sport Pedal Covers

AUDIO OPTIONS

- 22 Blu Logic Hands-Free System(4)
- 23 Pioneer Premium Audio
- 24 Pioneer Standard Audio
- 25 Scion Navigation System(1)
- 26 XM Satellite Radio(2)

CONVENIENCE OPTIONS

- 27 Car Cover
- 28 Cargo Net
- 29 Cargo Tote
- 30 Scion Security System















Pioneer STANDARD AUDIO

Scion's standard Pioneer AM/FM/CD audio system delivers a maximum of 160 watts of power, which will allow you to craft the perfect high fidelity soundscape for your drive.

FEATURES	DESCRIPTION
iPod Compatibility(1)	direct control from the head unit or steering wheel audio control buttons
Scion Sound Processing (SSP)	digital signal processing system that provides customized sound curves tuned specifically for your tC
Auxiliary Port	allows you to connect external audio sources from mp3 players to laptops
Built In Automatic Sound Levelizer (ASL)	during driving, ASL will adjust the volume level according to the driving speed and road conditions
Sound Retouch Technology (SRT)	enhances MP3/WMA/AAC file playback from CDs
Programmable Welcome Message Screen	allows you to personalize the Welcome Screen with a customized message
Satellite Radio Capability[2] (((\(\times\)))	provides coast-to-coast satellite radio coverage with the accessory satellite radio tuner, antenna, and paid month subscription



Premium Audio

Pioneer Premium Audio System takes the base unit and packs in additional features. Beginning with an Organic Electroluminescent (OEL) screen, the Pioneer Premium upgrade system is for the driver looking to enhance their audio experience with a splash of visual stimulation. You can download "skins" to play on the OEL screen from Pioneer's website.

Dual illumination allows you to change the faceplate lighting from a deep orange to blue. The RCA outputs (front, rear and subwoofer) ensure that you can expand with ease when you're ready to build a custom system with external amps.

http://pioneer.jp/car/oel_screensaver_studio/

The Premium Audio upgrade includes the same features as the Standard Pioneer Audio, plus:

FEATURES	DESCRIPTION
Downloadable "Skins"	"skins" for the OEL display including background pictures and more
Personalized "Skins"	create and upload your own personal "skins" using Pioneer software
Dual Illumination	dual illumination allows you to change the faceplate lighting from a deep orange to blue
RCA Outputs	front, rear, and subwoofer RCA outputs for building custom systems with external amps



SCION NAVIGATION SYSTEM

The available Scion Navigation System (SNS)(1) offers a wide range of features to help keep you on track when you're out and about. Not only does the SNS help you find where you're going by using a point of interest, address information, intersection, coordinate, or freeway search, it also doubles as an audio system. Plus, when you're not moving, you can take advantage of the SNS DVD capabilities to watch your favorite videos on the LCD screen. With Alpine Digital Sound Processing (DSP), you choose from five different preset equalizer curves or create your own - making sure that wherever you're headed, you control the soundscape.

visit http://scion.com/sns for more information

FEATURES	DESCRIPTION
iPod Compatibility(2)	direct control from the head unit or steering wheel audio control buttons
Alpine Equalizer	nine band frequency equalizer allows you to adjust and tune sound reproduction
Alpine Focus	allows you to create audio effects by moving the center of the sound field
Clear Sound Effecter (CSE)	enhances compressed digital music data
Alpine Digital Sound Processing (DSP)	sound processing which emulates performances in a stadium, cathedral, an intimate club, a concert hall or live venue
Scion Sound Processing (SSP)	digital signal processing system that provides customized sound curves tuned specifically for your tC
Automatic Volume Adjust	will increase volume automatically to match road noise as it varies based on driving speeds and road conditions
Auxiliary Port	allows you to connect external audio sources from mp3 players to laptops
Satellite Radio Capability(3) ((())	provides coast-to-coast satellite radio coverage with the accessory satellite radio tuner, antenna, and paid month subscription



CUSTOMIZE

TRD LIMITED-SLIP DIFFERENTIAL

Enhance the acceleration and the ability of your Scion to put power to the ground with the TRD Limited-Slip Differential. You'll feel the difference when you launch in first gear, or when you're putting a lot of power down in a corner.

TRD LOWERING SPRINGS

Decrease your ride height by 1.5 inches with TRD's lowering springs, made from cold-wound steel, shot peened, and pre-compressed with powder-coating in traditional TRD red.

TRD SPORT MUFFLER

Emissions-legal in all 50 states, TRD's sport muffler with its large polished exhaust tip is an axle-back design that reduces backpressure, offering you more horsepower and a deeper sound.

TRD SPORT SHIFT KNOB

TRD sport shift knobs put the feel of high performance in the palm of your hand. Available in black leather or carbon fiber and featuring a TRD logo, they provide a tactile and visual modification that help make your Scion unique.

TRD PERFORMANCE CLUTCH KIT

A complete kit with pressure plate, friction disc, throw-out bearing, and a pilot tool, the TRD Performance Clutch kit provides a firmer pedal feel, stronger bite at launch, and takes shifting to exhilarating levels. A great match with the TRD Performance Brake Kit. (xB/tC)

TRD 18" ALLOY WHEELS(2)

TRD COLD AIR INTAKE(3)

TRD's cold-air induction system

flows denser, cooler air to your

engine so it increases power,

and it also looks attractive with

mandrel bending that delivers

exceptionally tight bends that

are a thing of beauty.

(xB/tC)

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. (xD/tC)

TRD 19" 5-SPOKE ALLOY WHEEL(2)

TRD 19" 5-Spoke Alloy Wheels enhance the appearance of your Scion with massive ribbed spokes and an open design that lets you show off the four-wheel disc brakes.



TOYOTA RACING DEVELOPMENT (TRD)

ACCESSORIES MADE EXCLUSIVELY FOR SCION. SO WHEN YOU'RE READY TO KICK YOUR SCION'S PERFORMANCE UP TO A NEW LEVEL, TRD WILL HELP YOU ACHIEVE DRIVING EXCELLENCE.





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



PURE PRICE® = NO HAGGLING

- the advertised price is the price you pay
- when the dealer tells you how much the car costs, that's what the car costs

B

NO NEGOTIATION

- you are never at a disadvantage
- the best value for your money
- everybody gets the same deal



PURE PRICE® APPLIES TO EVERYTHING SCION

- 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 costs up front

SO YOU WANT YOUR SCION?



BUILD the Scion of your choice at Scion.com. All you have to do is choose your model, color and the transmission of your choice.



VISIT your local dealer's website or your local dealership to find out about additional accessories and customization options.



SEND the information to the dealership ahead of time or simply bring a print-out with you to the dealership. You can also configure your Scion at the dealership as well.



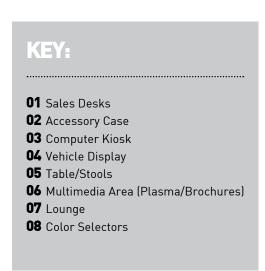
TRUST you're getting the best price around.

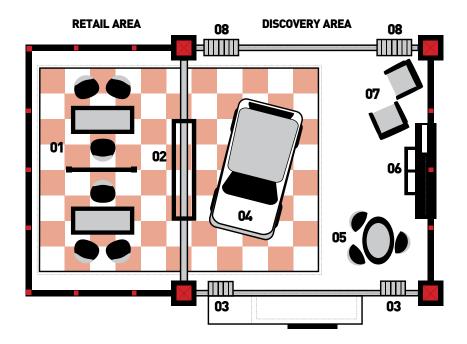


EXPERIENCE THE WORLD OF SCION

WHEN YOU VISIT A SCION DEALERSHIP MAKE SURE TO **ASK ABOUT OUR SCION CHAMPIONS - OUR SCION EXPERTS** WHO CAN ANSWER YOUR QUESTIONS.

In any Scion Discovery Area, you can check out the cars with no pressure at all. You may want to take a Scion out for a test drive, or play around in our Interactive Kiosk, customizing colors and pricing accessories. Bring along your iPod® (1) so you can hear your tunes on one of our car's sound system. Whatever you need to get the full Scion experience is cool with us. We want you to enjoy your time with Scion. And don't forget to pick up the latest Scion CD sampler for your ride home.





SCION OWNERSHIP EXPERIENCE

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

- YOUR FIRST TWO SERVICES ARE ON US (INCLUDES OIL CHANGE, TIRE ROTATION AND BRAKE INSPECTION)
- SCION LIFESTYLE PROGRAMS IN LOCATIONS ACROSS THE COUNTRY
- EXCLUSIVE SCION OWNERS EVENTS

7 THINGS TO THINK ABOUT WHEN BUYING A CAR:

01



02



03



04 05



06



07



HOW'S YOUR CREDIT?

Based on factors like your income, the amount of debt you have, and how you've handled repayments in the past, your credit history/score determines how much money you can borrow and the interest rates you'll get. If you're not sure how your credit rating fares, you should get a credit report from one of the 3 major credit bureaus.

WHAT'S YOUR BUDGET?

It's a good idea to figure out your monthly personal expenses to determine what kind of payments you can afford over the term of a lease or finance agreement. This will help guide your decision as to what kind of lease or payment plan is right for you. Compare your expenses with your income and see what makes sense.

DECIDE WHETHER YOU SHOULD BUY OR LEASE

When it comes to financing your vehicle, if you enjoy the freedom of owning your vehicle with no limits and for any length of time, then buying is for you. If you prefer to pay less cash upfront and enjoy lower monthly payments than you would if you were financing the purchase of your vehicle, then leasing is for you. Leasing also provides the flexibility of driving a new vehicle every few years, without having to worry about selling the car at the end of the lease.

ESTIMATE YOUR MONTHLY PAYMENT

It's easy when you build your Scion at Scion.com. Once you build your Scion, you have the option of finding your estimated monthly payment based on some knowledge of your credit score. It's that easy.

FILL OUT AN ONLINE CREDIT APPLICATION

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. You can set up a credit agreement before you even visit a dealership. You'll have that business out of the way, so you'll be free to just focus on choosing your favorite Scion.

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 vehicle, all designed to help protect you from the costs of unanticipated covered repairs. When your vehicle needs servicing, just take it to any participating Scion or Toyota dealer throughout the U.S. and Canada(1). Find out more at Scion.com.

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(1). For more details, visit toyotafinancial.com and go to the Planning Center. Once there, click Prepaid Maintenance under Vehicle Protection.

(1) iPod is a registered trademark of Apple Inc. (2) iPod not included. (3) Also displays temperature. (4) 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. (5) 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. [6] 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. [7] 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. (8) Active Head Rests can help prevent or limit the extent of whiplash in certain types of rear-end collisions. (9) 2010 preliminary mpg estimates determined by Scion. EPA estimates not available at time of posting. Actual mileage will vary. (10) 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. [11] 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 optional performance wheels. [12] 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. [13] Certain TRD Sports Parts may be warranted differently than Scion Genuine Accessories. Please consult your Scion Dealer for warranty specifics. [14] 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. [15] 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. (16) 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. (17) 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.

