



2011 SCION TUNER CHALLENGE

2011 Scion Tuner Challenge 'Call for Entries' and Official Entry Form

The 2011 Scion Tuner Challenge (the "Competition") is a design **competition** giving you the opportunity to construct your dream "tuned" Scion vehicle. If you think you have the ability to build something special then please read on:

- Put together a team of 1 to 8 members with the same, incredible vision
- Go to the Tuner Challenge News Article at <http://www.scionnation.ca/scion/lifestyle/news> (English) and <http://www.scionnation.ca/scion/fr/lifestyle/news> (French) and read and agree to the official Competition rules linked to the news article.
- Download and fully complete the official Entry Form.
- Email your submission, which must include a sketch/design rendering of the vehicle you would like to build, along with the completed official entry form containing the required information about your team and your design (the "Submission") to: scionnation@beyondmg.ca

You have until March 31, 2011 at 11:59pm EST to get us your completed Submission, which includes your proposed design. Three finalist Submissions will then be selected by the Competition judges appointed by the Sponsor, Scion (a division of Toyota Canada Inc.), based on the following criteria:

- Individualism/Originality/Creativity of Submission
- Inspiration of Submission
- Demonstrated Passion for Automotive Tuning

Three finalist individuals or teams will receive:

- Use of a Scion xB, xD or tC (depending on the Region - see below) for purposes of the vehicle build
- Access to the Toyota Racing Development parts and Scion Authorized Accessories catalogue
- \$10,000 to help make their vision a reality.

One member of each of the three finalist teams will be flown to Montreal to attend ImportFest for the Grand Prize winner announcement

One designated member of the Grand Prize winning team (plus a guest) will be flown to Las Vegas to show off the team's "tuned" Scion vehicle at the 2011 Specialty Equipment Market (SEMA) Show.

Prizes for the three finalists (1 prize per team):

1 st	\$5,000, a iPad, Trip for 2 to SEMA
2 nd	\$3,000
3 rd	\$2,000

<u>CONTEST CALENDAR:</u>	START DATE	END DATE
Submissions Accepted	March 1, 2011, 12:00:01am (ET)	March 31, 2011, 11:59:59 pm (ET)
Three Finalists Announced		April 18, 2011
Finalist Build Period	May 1, 2011	July 20, 2011
Grand Prize Winner Announced		October 1 st , 2011
Grand Prize Winner to SEMA Show		November 2011

(The above dates are subject to change, at Sponsor's discretion, if circumstances require)

Scion Tuner Challenge General Guidelines (please see official Competition rules for full details):

- \$10,000 budget for each finalist team will be provided by Sponsor
- Open to all age of majority residents of BC, AB, SK, MB, ON, QC, NS, or NB
- One finalist team from each of 3 regions across Canada (each, a "Region") will be selected.
 - Western Region (BC, AB, SK, MB) – 2011 Scion xB
 - Central Region (ON) – 2011 Scion tC
 - Eastern Region (QC, NS, NB) – 2011 Scion xD
- No limit on 3rd party parts and labour sponsorship (but any use of 3rd party sponsorship names/logos, etc. must be approved by Sponsor)
- The final Scion vehicle must be in a "drivable" condition
- Each team must provide receipts to show how the \$10,000 was spent on the build
- The Scion and all modifications made to the vehicle will be property of Sponsor
- Upon completion, the vehicle must closely resemble (as determined by Sponsor in its sole discretion) that of the original rendering and description provided by the individual or team
- Vehicle must be equipped with AC/DC inverter to allow drop down power on show floor
- Travel will be provided for one member of each finalist team to Importfest in Montreal. Trip includes 2 nights hotel, round-trip airfare (if applicable), car rental and CDN \$150 spending money.

- Travel will be provided for one member of the winning team (plus 1 adult guest) to Las Vegas SEMA show. Trip includes 3 nights hotel, round-trip airfare, car rental and \$[CDN150 per person spending money.

2011 Scion Tuner Challenge Official Entry Form

Submission Deadline: Thursday, March 31st, 2011, 11:59:59 pm ET

EXCEPT AS NOTED BELOW, ALL FIELDS MUST BE ENTERED FOR YOUR SUBMISSION TO BE COMPLETE.

Select region and Corresponding Scion vehicle model to be “tuned”:

- ☐ Western Region (BC, AB, SK, MB) – 2011 Scion xB
- ☐ Central Region (ON) – 2011 Scion tC
- ☐ Eastern Region (QC, NS, NB) – 2011 Scion xD

Submission Title: _____

Full Name (including first name, middle initial and last name) of Individual (if sole entrant) or Team Leader (“Team Leader”):

City: _____ Province/Postal Code: _____

Email: _____

Main Contact Person: Please ensure that the email address is correct. This will be the main method of contact.

Company Name (if applicable): _____

Daytime Telephone: _____ - _____ - _____

Optional:

Website URL: _____

Social Media Links: _____

Builder Bio (Brief Description):

Make sure this is filled in below or provided as an electronic file with your submission package. This “Builder Profile” may be used by the Sponsor on www.scionnation.ca and Scion-related websites or social media sites (the “Websites”):

Photo*: Please include an individual/team photo in a jpeg (or higher resolution) format. This photo may be used on www.scionnation.ca or other Scion-related websites and social media sites. (*Not mandatory, but if you do not submit a photo with your entry, a photo will not be available on the Website(s)).

List All Other Team Members (do not include team leader): Team is limited to no more than eight members.

1. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

2. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

3. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

4. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

5. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

6. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

7. Full Name (including first name, middle initial and last name) of Team Member:

City: _____ Province/Postal Code: _____

Email: _____

Requirements - Design Rendering:

Each team must provide 1-2 design renderings of the Scion vehicle proposed to be built. (We do not expect the renderings to be professional CAD renderings, however, the better the rendering the better understanding we will have of your proposed design).

Hand-drawn renderings (if not scaled and accurate) make it much more difficult to understand how the body will ultimately look. Each submission is to be as detailed and accurate as possible and the final vehicle must closely match the original design submitted.

Please attach as part of your Submission a brief written description of what modifications and changes you plan to make to the vehicle.

All submitted materials become property of the Sponsor and will not be returned.

Submitting an entry in the Competition does not guarantee being selected as a finalist.

Applications received after the March 31, 2011 (11:59:59 pm ET) deadline will not qualify for consideration. Please refer to the www.scionnation.ca website and

www.facebook.com/ScionCanada for updates and news. Your designated Team Leader will receive an email on or before April 18th informing him/her if your team has been accepted as a 2011 Scion Tuner Challenge Finalist. Please note that Teams who are not selected as finalists will not be contacted.

Entry Method:

Email Your Submission (signed by all team members) to:
scionnation@beyondmg.ca

Each of the undersigned (including the Team leader), being all of the members of the above-described team entering a Submission in the Competition, hereby confirms that: (a) he/she has read, understood and agrees to be bound by the official Competition rules; (b) he/she is of the age of majority in his/her province of residence; and (c) the above-described Team Leader is the designated "Team Leader" (as defined in the official Competition rules) for purposes of the Competition.

1.	_____	_____
	Name	Signature
2.	_____	_____
	Name	Signature
3.	_____	_____
	Name	Signature
4.	_____	_____
	Name	Signature
5.	_____	_____
	Name	Signature
6.	_____	_____
	Name	Signature
7.	_____	_____
	Name	Signature
8.	_____	_____
	Name	Signature

GOOD LUCK TO ALL!