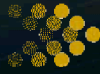


Jack Hollis



Vice President  
Scion

Automotive News Marketing Seminar

May 20, 2009



G1

•Good afternoon!

•***Jack interactive exercise***

•Take out a piece of paper and write down these numbers:

6,35,52,72

•No, that's not my phone number so you can call me to pitch a marketing idea!

## Buyer Demographics

- ❖ Scion has been in business **6** years
- ❖ **35** yrs old is median age of a Scion owner
- ❖ **52** yrs old is median age of average car buyer
- ❖ **72%** of Scion owners are new to Toyota family
- ❖ **50%** of owners trade their Scions in for a product in Toyota family



Scion Demographic Report, 12-mo rolling April 2008 to March 2009, Toyota Data: CDS Q 4 2008

- 6 is the number of years Scion has been in business
- 35 is the median age of a Scion owner
- 52 is the median age of the general car buying market
- 72% of Scion owners are new to the Toyota brand
- And there two more numbers I wanted to mention:
  - 50% of our owners trade their Scion in for a product in the Toyota family.

## Scion Is the Most Diverse Brand



Source: Polk Insight, February 2009

- Most ethnically diverse non-luxury brand
- Highest percentage of Hispanic consumers of non-luxury brands



- We're the #1 most ethnically diverse non-luxury automotive brand
- Have the highest percentage of Hispanic customers.

## Unbundled Approach



- From the beginning it's never been about how many we sell, but how we sell and who we sell to.
- The core strategy we've utilized since day one is what we call "unbundled" marketing.
- This approach allows us to work with over 20 small, highly creative agencies.
  - Creative specialists
  - Innovative partners
  - Not a one agency approach
- Being unbundled enables us to move quickly and create non-traditional lifestyle marketing programs in the areas of music, film and art.

## Lifestyle Marketing Approach

- ❖ Music: Scion Metros/Scion Sessions, A/V
- ❖ Art: Scion Art Installation Gallery and Tour
- ❖ Film: Route Film Series and Easy 10 Film



- Being unbundled enables us to move quickly and create non-traditional lifestyle marketing programs in the areas of
  - music, film and art.
- Jack's stand up piece – ask audience to stand***

## Co-Creation



- Our marketing is all about co-creation.
  - We partner with our 990 dealers, field organization, associates and business partners
  - create produce more than 225 events per month.

## Scion Owner's Passion



- Our “unbundled marketing” approach enables us to be more authentic with our highly engaged owner community.
- Our owners are Scion brand ambassadors.

## More Owner's Passion...



- Are you so passionate about the brand you have a tattoo of its logo?

## Owner Community



- This incredible commitment and passion from our owners grew organically and unexpectedly.

- Over 100 Scion owner websites and clubs across the country.

## Scion United



- A perfect example of this passion is an event we created last year in the Nevada desert called Scion United.
- We worked together with not just 1 or 2, but 7 partner agencies, to create a cohesive brand event.
  - Over 1,000 people in 300 Scions
  - Drove to Nevada from more than 20 states
  - As far as ...Pennsylvania, Maryland, Virginia, Georgia
  - With 20 car clubs represented.
- The event became our Scion United advertising campaign and showed owner's passion and creativity.
- But talking about Scion United doesn't do it justice. Let me show you what I mean..... (show video)

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- I hope this snapshot of our marketing philosophy has helped you better understand what Scion is all about.
  - Our unbundled marketing approach has given us the opportunity to experiment with the best ideas.
- Our philosophy is that...
  - We don't want to be all things to all people.
  - We want to mean a lot to a small group of people.
- Thank you for your time. I look forward to your questions on the panel.