



2010 tC

WINTER / SPRING 2009
SCION.COM

**AN EASY GUIDE TO GETTING
THE SCION THAT'S RIGHT FOR YOU.**

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.



01

CHOOSE



Shown with Optional Foglights and Ground Effects Kit

2010 tC **PERFORMANCE**

STYLING



xD

VERSATILITY



xB



PERFORMANCE2010 tC



Intermittent Front Wipers

Power Outside Mirrors/Turn Signal Indicators

Panoramic Moonroof *(with Power Slide/Tilt Front Panel)*



17" Alloy Wheels *(with Liquid Graphite Appearance)*

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

Chrome Exhaust Tip

STANDARD EXTERIOR FEATURES

*FOR A COMPLETE LIST OF STANDARD FEATURES, SEE PAGE 08



Driver and Passenger Vanity Mirrors

Tachometer and Trip Meter

Direct Tire Pressure Monitor System⁽²⁾

7 Speakers

^{*}includes Six-Inch Subwoofer and 2 Tweeters

Pioneer AM/FM/CD (Max. Output 160-watt)

^{*}includes Scion Sound Processing [SSP], Automatic Sound Levelizer [ASL] and Sound Retouch Technology [SRT]

Steering Wheel Mounted Audio Controls

Rear Window Defogger

Tilt Steering Wheel

Air Conditioner

Cruise Control

Engine Immobilizer Indicator

Remote Keyless Entry

Power Windows (with One-Touch Auto Up/Down with Jam Protection on Driver and Passenger Windows)/ Power Door Locks

Driver's Seat One-Touch Walk-In (with Track and Seat Angle Memory)

Sport Front Bucket Seats (with Fabric Upholstery)

Dual Power Ports

Auxiliary Port and iPod® Connector⁽¹⁾

^{*}iPod® Connector enables navigation through the Audio System

STANDARD INTERIOR FEATURES

^{*}FOR A COMPLETE LIST OF STANDARD FEATURES, SEE PAGE 08

⁽¹⁾ See disclaimers 1 and 2 on page 19. ⁽²⁾ See disclaimer 5 on page 19.



FOR A
COMPLETE LIST
OF OPTIONAL
ACCESSORIES SEE
PAGES 10-15

EXTERIOR CUSTOMIZATION OPTIONS



Leather Wrapped Steering Wheel

Scion Navigation System

Shift Knob by OBX

Sport Pedal Covers

4-N-1 Interior Illumination

FOR A
COMPLETE LIST
OF OPTIONAL
ACCESSORIES SEE
PAGES 10-15

INTERIOR CUSTOMIZATION OPTIONS

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
Transmission	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

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

EXTERIOR DIMENSIONS

Overall Height	55.7 in.
Overall Width	69.1 in.
Overall Length	174.0 in.
Wheelbase	106.3 in.
Tread	59.3 in./59.3 in. (Front/Rear)
Ground Clearance	5.2 in.

INTERIOR DIMENSIONS

Head Room	37.6 in./36.6 in. (Front/Rear)
Shoulder Room	54.3 in./50.0 in. (Front/Rear)
Leg Room	41.6 in./33.6 in. (Front/Rear)
Seating Capacity	5

WEIGHTS / CAPACITIES

Curb Weight	2,932 lbs. [Manual] 2,987 lbs. [Automatic]
Passenger Volume	84.7 cu. ft.
Cargo Volume	12.8 cu. ft.
Fuel Tank	14.5 gal.

MILEAGE ESTIMATES

Manual(1)	20 mpg/27 mpg (City/Hwy)
Automatic(1)	21 mpg/29 mpg (City/Hwy)

TOYOTA GENUINE ACCESSORIES

FRONT END
MASK



FLOOR MATS



02

CUSTOMIZE



tc

EXTERIOR OPTIONS

SHIFT KNOBS



PIONEER PREMIUM AUDIO / SCION NAVIGATION SYSTEM⁽¹⁾



INTERIOR OPTIONS

DOOR SILLS



AUDIO OPTIONS

CONVENIENCE OPTIONS

REAR PEDESTAL
SPOILER



[1] See disclaimer 10 on page 19. [2] See disclaimer 12 on page 19.
[3] See disclaimer 11 on page 19. [4] See disclaimer 17 on page 19.



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⁾ 	provides coast-to-coast satellite radio coverage with the accessory satellite radio tuner, antenna, and paid month subscription

(1) See disclaimers 1 and 2 on page 19. (2) See disclaimer 12 on page 19.



Pioneer 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 Effector (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

(1) See disclaimer 10 on page 19. (2) See disclaimers 1 and 2 on page 19. (3) See disclaimer 12 on page 19.



TRD

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.

(xB/tC)

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 back-pressure, 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'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 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 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.

(xB)

TOYOTA RACING DEVELOPMENT (TRD)⁽¹⁾

IF YOU'RE LOOKING TO GIVE YOUR RIDE AN EDGE, TRD HAS DEVELOPED A COMPREHENSIVE LINE OF 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.

**VISIT YOUR
LOCAL DEALER
FOR ADDITIONAL
AVAILABLE
ACCESSORIES**



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

A**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

C**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

**PURE PRICE[®] MEANS YOU NEVER HAVE TO WORRY ABOUT WHETHER YOU ARE GETTING A GOOD DEAL.
THE VALUE BUILT INTO EVERY SCION MEANS THAT THE ANSWER IS ALWAYS YES!**

For more information on Scion's Pure Price[®] Experience contact your local Scion dealer.

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.

03

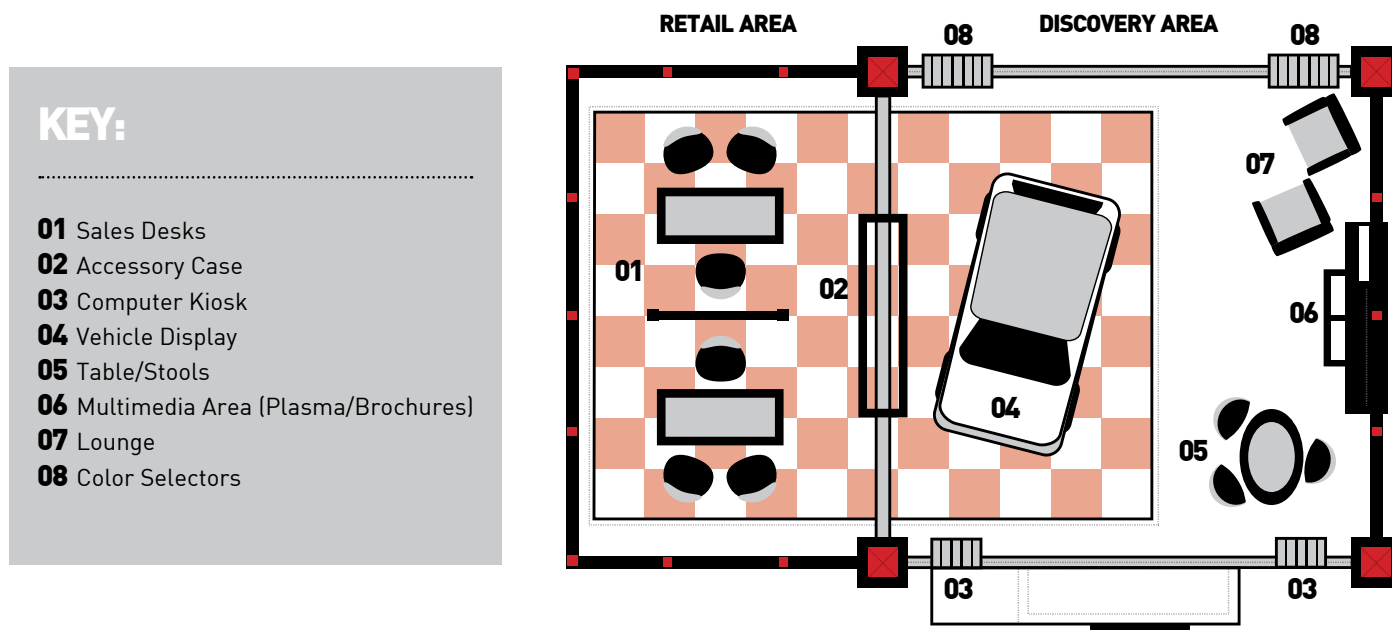
PURCHASE



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



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.

02



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.

03



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.

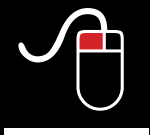
04



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.

05



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.

06



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.

07

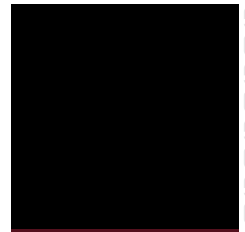


CONSIDER PREPAID MAINTENANCE

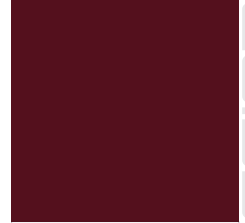
It's a convenient, affordable way to maintain your Scion and avoid expensive repair, and comes with benefits such as 24-hour roadside assistance and timed service reminders⁽¹⁾. For more details, visit toyotafinancial.com and go to the Planning Center. Once there, click Prepaid Maintenance under Vehicle Protection.

(11) 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.

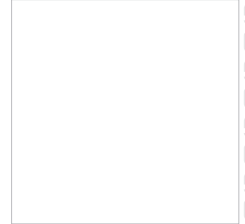
**BLACK SAND
PEARL**



**SIZZLING CRIMSON
MICA**



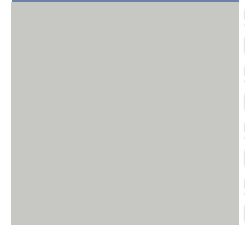
SUPER WHITE



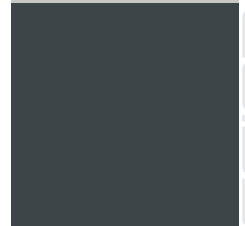
**WAVE LINE
PEARL**



**CLASSIC SILVER
METALLIC**



**FLINT
MICA**



NAUTICAL BLUE

