



# SCION GENERATION II SHOWROOM

EFFECTIVE DECEMBER 1, 2009



Produced by DCI Marketing

[www.scionshowroom.com](http://www.scionshowroom.com)

8 0 0 - 3 7 8 - 8 6 9 2



# SCION GEN II SHOWROOM PROGRAM

## CREATE A DISTINCTIVE SPACE AND HIGHLIGHT YOUR VEHICLES AND ACCESSORIES

DCI Marketing has designed the Gen II showroom to complement your dealership, engage your customers and reflect the next generation of Scion vehicles and accessories.

The modular design allows for unlimited layouts within the Toyota dealership while still maintaining a consistent Scion brand look. Additionally,

- Designs are based upon feedback from both Scion consumers and dealers.
- Certain Gen I showroom elements can be reused and will be compliant with the Gen II Showroom Program – saving you money!
- Urban-styled elements are designed to feature more accessories and support the sales process.
- DCI installed more than 950 Scion showrooms and offers a full-service, turnkey solution, including:
  - Dedicated sales professional to assist with your showroom element needs and layout
  - Ongoing dedicated dealer support
  - Professional installation
  - 5-year warranty!



**DCI MARKETING OFFERS THE MOST COST-EFFECTIVE SOLUTION FOR YOUR GEN II SHOWROOM NEEDS!**



# TRANSFORM YOUR SCION SHOWROOM!



BEFORE



AFTER

## THE SCION GEN II SHOWROOM PROGRAM IS THE PERFECT COMPLEMENT TO THE TOYOTA IMAGE USA II PROGRAM.






This program is ideal for existing dealers and dealers who are constructing new facilities or renovating facilities in accordance with the Toyota Image USA II program. It also provides the elements for Scion covenant compliance.

The Scion Gen II showroom will uniquely define the Scion area within your dealership. The industrial-inspired showroom is reflective of the brand and it is complemented with lighting that really draws attention to the Scion area.

Plus, the new design supports accessory sales, which play a significant role in the profitability of your dealership.



# SCION GEN II SHOWROOM PROGRAM ELEMENTS

 <p><b>Product Information Display Wall (PIDW)</b></p>	<ul style="list-style-type: none"> <li>• This all-new Gen II unit is the central focal point of the Scion area and engages sales personnel and consumers to learn about the Scion brand</li> <li>• Replaces current Gen I unit<sup>1</sup></li> <li>• Accommodates a 46" touch-screen monitor (sold separately)</li> <li>• Includes: lockable lighted display case, toe-kick lighting, brochure holders, lockable cabinets for AV equipment and changeable graphic</li> <li>• Electrical and Data Requirements: 15 amps and 1 optional data line<sup>2</sup></li> <li>• Overall Dimensions: 85"H x 96"W x 20"D</li> </ul>
 <p><b>Scion LiveGuide™ Electronic Package</b></p>	<ul style="list-style-type: none"> <li>• Create a true destination in your Scion showroom for consumers with an interactive, 46" digital, touch-screen solution that runs a library of rich Scion content, including: vehicle information, competitive comparison information, accessory information, financial information and programs, e-brochure requests and lifestyle information (Scion racing, events, music, etc.)</li> <li>• Content will be updated regularly, providing both consumers and Scion salespeople with a reason to use the touch-screen on a regular basis</li> <li>• This two-way system platform, which is designed to mount to the PIDW, includes hardware and complete operating system; the computer is securely housed in a locked cabinet</li> <li>• The digital touch-screen solution is a great consumer merchandising tool and also facilitates sales personnel training</li> <li>• Electrical and Data Requirements: 15 amps and 1 optional data line<sup>2</sup></li> </ul>
 <p><b>Lighted Pillar</b></p>	<ul style="list-style-type: none"> <li>• All-new Gen II Lighted Pillars are highly visible elements that identify and define the Scion retail space</li> <li>• Illuminated on both sides and provide a dramatic effect within the dealership (especially at night!)</li> <li>• Replaces current Gen I Pillars<sup>1</sup></li> <li>• Includes: 2 blue frosted acrylic panels, black powder-coated side beams, metal bolt heads and light bulbs</li> <li>• Snap frame design allows for easy bulb replacement</li> <li>• Electrical and Data Requirements: 2 amps each<sup>2</sup></li> <li>• Overall Dimensions: 10'H x 32"W x 19.125"D</li> </ul>
 <p><b>20' I-Beam with Graphic Holders</b></p>	<ul style="list-style-type: none"> <li>• Authentic black powder-coated I-Beams further outline the Scion space</li> <li>• I-Beams extend up to 20' and feature metal bolt heads used for authenticity</li> <li>• Includes (2) 24" x 42" graphic holders and (2) interchangeable graphics</li> <li>• I-Beam connects to the Gen II Lighted Pillars and Accessory Display Case</li> <li>• Electrical Requirements: None</li> <li>• Dimensions: Up to 20'L span x 4.5"W x 10"H</li> </ul>
 <p><b>Accessory Display Case</b></p>	<ul style="list-style-type: none"> <li>• Accessory Display Case features a lighted display area that is 8'H x 4'W to showcase and sell more Scion accessories</li> <li>• Can be configured as a single, straight line or double "L" shaped display</li> <li>• Finished from top to bottom with simulated carbon fiber and connected to a brushed aluminum laminate pillar</li> <li>• Includes: metal slatwalls, wheel brackets, a lockable case and interchangeable lifestyle graphics</li> <li>• Replaces current Gen I accessory pillars<sup>1</sup></li> <li>• Electrical Requirements: 6 amps each<sup>2</sup></li> <li>• Overall Dimensions: 10'H x 74"W x 19.125"D</li> </ul>

<sup>1</sup> Dealer is responsible for removal and disposal of this Gen I element unless contracted with DCI for removal.

<sup>2</sup> Standard 120 VAC duplex receptacles are required at each location. Electrical outlet is best positioned under or close to units. Please plan electrical needs accordingly.



# SCION GEN II SHOWROOM PROGRAM ELEMENTS (Cont.)

 <p><b>Sales Desk (New)<sup>1</sup></b></p>	<ul style="list-style-type: none"> <li>• Sales Desks provide a comfortable working space within the Scion area to handle the sales transaction and paperwork</li> <li>• Carbon-fiber laminate top is accented with brushed aluminum skirted base and has a contemporary feel that complements the Scion area.</li> <li>• These desks can replace Gen I desks and are required for new Scion dealerships or dealerships that do not have desks</li> <li>• Chairs sold separately</li> <li>• Electrical and Data Requirements: 5+ amps each (depending on equipment) and 1 data circuit<sup>2</sup></li> <li>• Overall Dimensions: 29.75"H x 59"W x 59"D</li> </ul>
 <p><b>Sales Desk Update Kit</b></p>	<ul style="list-style-type: none"> <li>• Sales Desk Update Kit allows dealerships the opportunity to update their existing Gen I desks to Gen II desks – saving you money</li> <li>• The metal base of the desk is reused and the Gen I glass top is removed and replaced with a new larger black glass top<sup>3</sup></li> <li>• Optional brushed aluminum panels are available as an added enhancement to the Sales Desk Update Kit. Please contact DCI Marketing for more information.</li> <li>• Chairs sold separately</li> <li>• Electrical and Data Requirements: 5+ amps each (depending on equipment) and 1 data circuit<sup>2</sup></li> <li>• Overall Dimensions: 29.75"H x 59"W x 59"D</li> </ul>
 <p><b>Sales Desk Chairs</b></p>	<ul style="list-style-type: none"> <li>• Black leather Sales Desk Chairs are comfortable and stylish and complement the Sales Desk and Scion area</li> <li>• Chairs have chromed steel frame with 5 casters for easy movement and padded armrests for added comfort</li> <li>• Height and tilt lock adjustments</li> </ul>
 <p><b>Sales Desk Guest Chairs</b></p>	<ul style="list-style-type: none"> <li>• Black leather Sales Desk Guest Chairs are comfortable and stylish and complement the Sales Desk and Scion area</li> <li>• Chairs have chromed steel frames with sled bases for easy movement and padded armrests for added comfort</li> </ul>
 <p><b>Divider Panels</b></p>	<ul style="list-style-type: none"> <li>• Divider Panels are placed between the sales desks to provide privacy and make areas more personable when discussing business and writing up transactions</li> <li>• Base is constructed of steel and wood with a carbon-fiber laminate</li> <li>• Glass upright is made from tempered glass and features blue accent lines</li> <li>• Divider Panels also can be used to help direct traffic flow and can be easily relocated to rearrange office space</li> <li>• Electrical Requirements: None</li> <li>• Dimensions: 32"L x 16"W x 49"H each</li> </ul>
 <p><b>Lounge Chair</b></p>	<ul style="list-style-type: none"> <li>• Black leather Lounge Chairs are the ideal way to complement and enhance the Scion area<sup>4</sup></li> <li>• Chairs are wide and comfortable and invite owners to relax in the Scion area</li> <li>• Can be used as a lounge area in the "Discovery Zone" or near the PIDW</li> <li>• Chairs also are inviting for prospective customers or Scion owners visiting the dealership for service</li> </ul>

<sup>1</sup> Design subject to change.





<sup>2</sup> Standard 120 VAC duplex receptacles are required at each location. Electrical outlet is best positioned under or close to units. Please plan electrical needs accordingly.

<sup>3</sup> This Gen I element can be reused and is compliant with the Scion Gen II Showroom Program. These units are not refurbished and will be reused in their present condition.

<sup>4</sup> Scion covenant compliance requires at least one alternative seating section in addition to the Sales Consultation Desks. The High-Top Bar Table and Backless Bar Stools and/or Lounge Chair and End Table will satisfy this requirement.



## SCION GEN II SHOWROOM PROGRAM ELEMENTS (Cont.)

 <p><b>End Table</b></p>	<ul style="list-style-type: none"> <li>• The End Table is an accent piece for use with the Lounge Chairs<sup>1</sup></li> <li>• Brushed finished metal complements the Scion area and the small footprint makes it a great fit within the Scion area</li> <li>• Dimensions: 16"W x 16"L x 16.5"H</li> </ul>
 <p><b>High-Top Bar Table</b></p>	<ul style="list-style-type: none"> <li>• High-Top Bar Table provides a clean and simple look and can be used for sales negotiations or for customers to relax and converse<sup>1</sup></li> <li>• Bar stools not included</li> </ul>
 <p><b>Backless Bar Stool</b></p>	<ul style="list-style-type: none"> <li>• Backless Bar Stools are contemporary and stylish<sup>1</sup></li> <li>• For use with the High-Top Bar Table</li> </ul>
 <p><b>Indoor Sign</b></p>	<ul style="list-style-type: none"> <li>• Indoor Sign is lighted and is a great "locator" for the Scion area within the showroom</li> <li>• The sign is designed to be suspended from the ceiling inside the dealership and typically is placed in a window to draw customers to the Scion area</li> <li>• Fabricated of brushed steel and mounted to clear acrylic frame with a metal grid pattern embedded in acrylic frame to complement the other Scion showroom pieces</li> <li>• This Gen I element is compliant with the Scion Gen II Showroom Program and may be reused within the new showroom area<sup>2</sup></li> <li>• Electrical Requirements: 1 amp each<sup>3,4</sup></li> <li>• Overall Dimensions: 32"H x 48"W x 6"D</li> </ul>
 <p><b>Information Kiosks</b></p>	<ul style="list-style-type: none"> <li>• Information Kiosks are designed to hold a keyboard and monitor that connect to the Internet (requires a monitor and keyboard with tracking ball – not included)</li> <li>• Unique design is representative of the Scion brand and the kiosk is made of metal powder-coated silver</li> <li>• Information Kiosks provide an area for customers or sales consultants to visit the dealership or Scion Web site and learn more about the Scion brand and accessories</li> <li>• This Gen I element is compliant with the Scion Gen II Showroom Program and may be reused within the new showroom area<sup>2</sup></li> <li>• Note: CPUs can be stored in printer stand</li> <li>• Electrical Requirements: 3 to 5 amps and 1 data circuit<sup>3</sup></li> <li>• Overall Dimensions: 18" Base x 60"H (with monitor attached) each</li> </ul>

<sup>1</sup> Scion covenant compliance requires at least one alternative seating section in addition to the Sales Consultation Desks. The High-Top Bar Table and Backless Bar Stools and/or Lounge Chair and End Table will satisfy this requirement.

<sup>2</sup> This Gen I element can be reused and is compliant with the Scion Gen II Showroom Program. These units are not refurbished and will be reused in their present condition.

<sup>3</sup> Standard 120 VAC duplex receptacles are required at each location. Electrical outlet is best positioned under or close to units. Please plan electrical needs accordingly.

<sup>4</sup> Dealership is responsible for installing hanging cables and running power to Indoor Sign.



# SCION GEN II SHOWROOM PROGRAM ELEMENTS (Cont.)

 <p><b>Printer Stand</b></p>	<ul style="list-style-type: none"> <li>• Printer Stand can house two CPUs in the base cabinet and printer on top of the unit<sup>1</sup></li> <li>• Allows sales personnel to print pages from the Web site and discuss customizing and accessorizing options with customers</li> <li>• Printer allows customers take home a virtual rendering of their customized vehicle</li> <li>• Has storage space for extra paper and other printing items</li> <li>• This Gen I element is compliant with the Scion Gen II Showroom Program and may be reused within the new showroom area<sup>2</sup></li> <li>• Electrical Requirements: 5 to 10 amps (depending on the printer) and 1 data circuit<sup>3</sup></li> <li>• Overall Dimensions: 36"H x 25"W x 21"D</li> </ul>
 <p><b>Color Selector</b></p>	<ul style="list-style-type: none"> <li>• Color Selector displays up to 14 large color swatches, which magnetically attach to steel frame and are easily updated</li> <li>• Welded, brushed-steel tubular construction with a clear-coat finish gives a high-tech, linear look</li> <li>• This Gen I element is compliant with the Scion Gen II Showroom Program and may be reused within the new showroom area<sup>2</sup></li> <li>• Electrical Requirements: None</li> <li>• Overall Dimensions: 50.5"H x 81"W x 20"D</li> </ul>
 <p><b>Pure Price Menu Displays</b></p>	<ul style="list-style-type: none"> <li>• Freestanding display for (4) 8.5" x 11" printed sheets</li> <li>• Can be viewed independently in either vertical or horizontal print formats to provide pricing menus for products, accessories, F&amp;I and service</li> <li>• Each menu is held between two sheets of .125" clear acrylic, forming a protective panel that can be rotated a full 180 degrees to view both sides</li> <li>• Loosening a single screw on the clear acrylic panel makes changing the pricing menus quick and easy for updates</li> <li>• This Gen I element is compliant with the Scion Gen II Showroom Program and may be reused within the new showroom area<sup>2</sup></li> <li>• Electrical Requirements: None</li> <li>• Dimensions: 48"H x 22.5"W x 7"D</li> </ul>
 <p><b>Light Canopy</b></p>	<ul style="list-style-type: none"> <li>• Light Canopy accents the vehicle and makes the Scion space more intimate for dealerships with tall ceilings (brings the ceiling height impression closer)</li> <li>• Frame is powder coated with an industrial dark gray/black textured finish and features a white soft canopy cover</li> <li>• Electrical Requirements: 4 amps<sup>3,4</sup></li> <li>• Dimensions: 189.8"L x 96.2"W x 17.25"H (125 lbs.)</li> </ul>

<sup>1</sup> CPUs and printer not included.

<sup>2</sup> This Gen I element can be reused and is compliant with the Scion Gen II Showroom Program. These units are not refurbished and will be reused in their present condition.

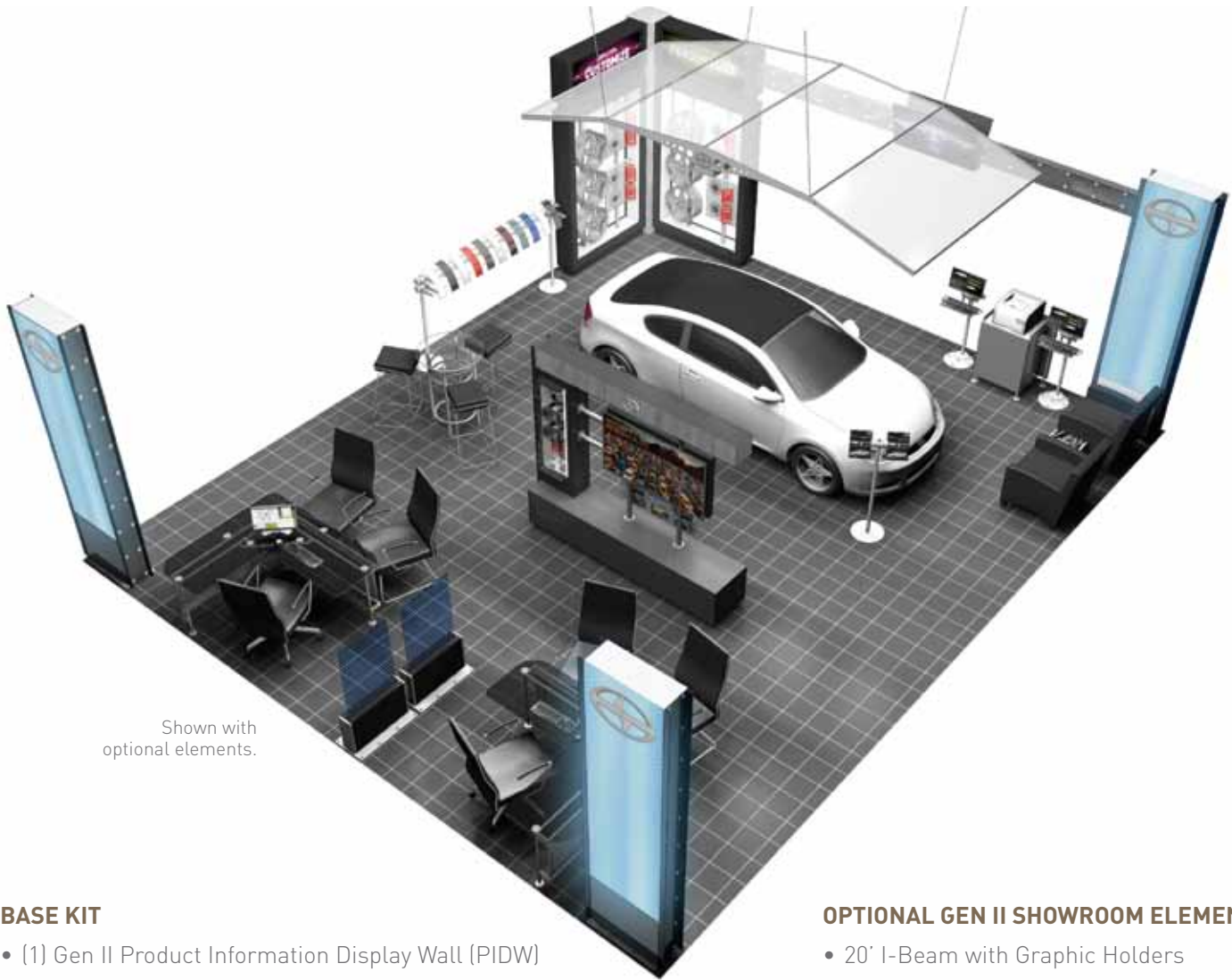
<sup>3</sup> Standard 120 VAC duplex receptacles are required at each location. Electrical outlet is best positioned under or close to units. Please plan electrical needs accordingly.

<sup>4</sup> Dealership is responsible for installing hanging cables and running power to Light Canopy.



# SCION GEN II SHOWROOM

DCI Marketing makes the buying process even easier! The base kit includes the minimum quantity of compliant elements. Optional showroom elements will further enhance the Scion area for those dealerships with more dedicated Scion space.



Shown with optional elements.

## BASE KIT

- (1) Gen II Product Information Display Wall (PIDW)
- (3) Gen II 10' Lighted Pillars
- (1) Gen II 10' Accessory Display Case
- (2) Gen II Sales Desk Chairs
- (4) Gen II Sales Desk Guest Chairs
- (2) Gen II Sales Desks or (2) Sales Desk Update Kits<sup>1</sup>
- (1) Color Selector<sup>1</sup>
- (1) Pure Price Menu Display<sup>1</sup>
- (2) Information Kiosks<sup>1</sup>
- (1) Printer Stand<sup>1</sup>
- Installation included with Base Update Kit; freight and handling not included

## OPTIONAL GEN II SHOWROOM ELEMENTS

- 20' I-Beam with Graphic Holders
- Divider Panels
- High-Top Bar Table
- Backless Bar Stools
- "L" Shaped Accessory Display Case
- Lounge Chairs
- End Table
- Light Canopy

<sup>1</sup> This Gen I element can be reused and is compliant with the Scion Gen II Showroom Program. These units are not refurbished and will be reused in their present condition.



# SCION GEN II SHOWROOM ORDERING PROCESS

DCI Marketing has put together the following step-by-step process that will help you ensure that your dealership is prepared for the installation of your new showroom fixtures.

## STEP 1 – EVALUATION FORM

- This is the first step in the showroom process and will ensure that we properly assess your showroom needs and provide you with the most cost-effective solution for your dealership!

## STEP 2 – LAYOUT

**(+6 to 3 months prior to desired installation/completion)**

- DCI will develop a layout for your Scion Gen II showroom. This layout will be shared with Scion to gain their approval and ensure Gen II compliance.
- Approved layout will be sent back to you, along with the power/data planning specifications needed for your architect/contractor to plan for the space as necessary.

## STEP 3 – ESTIMATE

**(+12 weeks prior to desired installation/completion)**

- DCI will work with you to develop an estimate that covers all your needs for the space:
  - Additional fixtures to meet compliance
  - Potential items in need of replacement
  - New fixtures
  - Potential furniture needs to complement larger Gen II 750-sq.-ft. space

## STEP 4 – ORDER PLACEMENT

**(12 weeks prior to desired installation/completion)**

- The order is placed when the estimate is returned with a signed copy of the Terms & Conditions and deposit.

## STEP 5 – SCHEDULING

**(4 weeks prior to desired installation/completion)**

- DCI's Customer Service and Installation team will work with you to determine a shipping and installation schedule that is convenient for your dealership.

## STEP 6 – SHIPPING & INSTALLATION

**(1 week prior to desired installation/completion)**

- DCI will ship your order to the dealership for delivery to coincide with your scheduled installation.
- Our trained professional installers will assemble and install your order per the plan.
- Installation includes walk-through of work performed upon completion, sign-off and posting of completed photos to the Scion Showroom Program Web site.
- The crew captain will provide a maintenance guide for materials and warranty information.

## STEP 7 – FINAL INVOICING

- When your installation is complete, DCI will send you a final invoice that lists the items purchased, deposit applied and balance due.



# SCION GEN II SHOWROOM PROGRAM INSTALLATION SERVICES

DCI Marketing has installed more than 950 Scion showrooms and we are prepared to professionally install yours! We have outlined the services provided by DCI Marketing along with the dealer responsibilities. Regardless of your situation, we will work with you to address your unique Scion showroom needs.

## **BASE INSTALLATION SERVICE:**

### **DCI Installer Responsibilities**

- DCI installers will meet truck on day of delivery and off-load Scion Gen II showroom elements
- Compare freight against bill-of-lading documentation, identify shortages and/or damage from transit; any shortages or damage will be reported immediately to DCI customer service for replacement
- Professionally assemble and install Gen II showroom elements per approved layout<sup>1</sup>
- Upon completion of work, installer will:
  - Perform walk-through of Gen II showroom with dealer contact
  - Obtain work completion sign-off from dealer
  - Take photos of work completed for posting on Scion Gen II Showroom Program Web site ([www.scionshowroom.com](http://www.scionshowroom.com))

### **Dealer Responsibilities**

- All prep work related to necessary electrical and data requirements must be completed prior to scheduled installation date
- Dismantle and transport “carryover” elements that will be used in new Scion Gen II showroom
  - Please see list below of compliant Gen I “carryover” elements<sup>1</sup>
- Remove and discard all noncompliant Gen I elements (if applicable)<sup>2</sup>

## **ADDITIONAL INSTALLATION SERVICES**

- DCI Marketing also can provide the following services, which will be quoted upon request:
  - Remove and discard all noncompliant Gen I elements<sup>1</sup>
  - Dismantle and relocate “carryover” elements that will be used in new Scion Gen II showroom<sup>1,2</sup>

## **“CARRYOVER” ELEMENTS COMPLIANT WITH SCION GEN II SHOWROOM PROGRAM<sup>1</sup>**

- Color Selector
- Information Kiosk
- Printer Stand
- Pure Price Menu Display
- Sales Desk (base only)
- Indoor Sign

**Please note:** Additional installation services will be quoted separately.

<sup>1</sup> Certain Gen I elements can be reused and are compliant with the Scion Gen II Showroom Program. These units are not refurbished and will be reused in their present condition.

<sup>2</sup> Please contact DCI Marketing at 800-378-8692 for a complete list of noncompliant elements.



# ELECTRICAL REQUIREMENTS


**⚡** = **Power required:** Standard 120 VAC duplex receptacle is needed at each location. Scion showroom will require a minimum of four (4) 20-amp circuits.

**D** = **Data required**


 = **Lighted Pillar:** 2 amps

 = **Accessory Display Case:** 6 amps

 = **Product Information Display Wall:** 15 amps, 1 data circuit

 = **Sales Desk/Sales Desk Chairs:** 5+ amps – depending on equipment, 1 data circuit

 = **Information Kiosk:** 3-5 amps, 1 data circuit

 = **Printer Stand:** 5-10 amps – depending on type of printer, 1 data circuit

 = **Light Canopy:** 4 amps

 = **Indoor Sign:** 1 amp

 = **I-Beam:** No power requirements

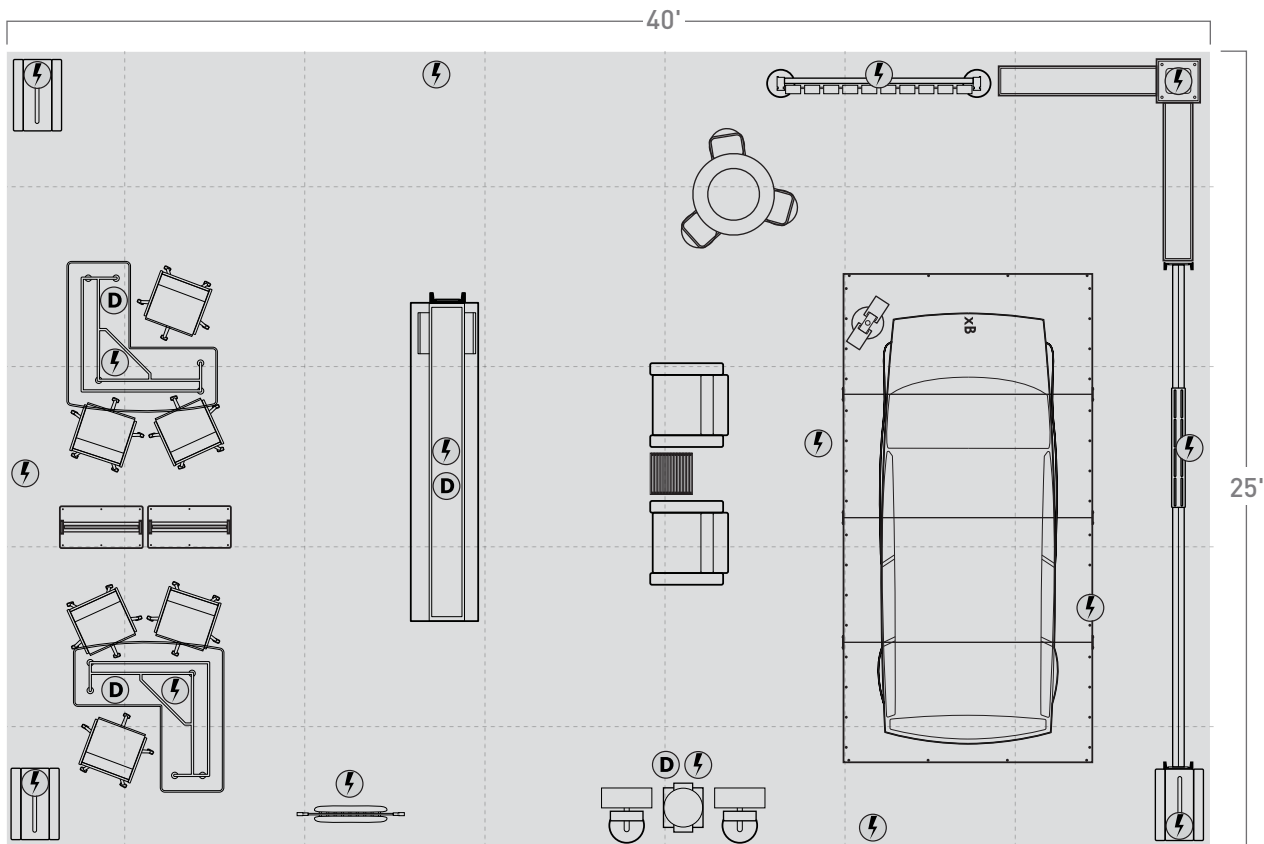
 = **Color Selector:** No power requirements

 = **Divider Panels:** No power requirements

 = **Pure Price Menu Display:** No power requirements

 = **High-Top Bar Table and Stools:** No power requirements

 = **Lounge Chairs and End Table:** No power requirements



Layout is shown for example only. Please call 800-378-8692 if you would like a customized layout for your facility.

Plan shown may need to be rotated or adjusted to accommodate doorways, vehicle entrances, support columns, etc.

Dealer/Dealer's architect and/or contractor/builder are responsible for ensuring compliance with federal, state and local codes and ordinances.

Pillars are meant to define the Scion showroom area and should be positioned on the outermost corners of the tiling used to delineate the Scion area. As such, electrical power for the pillars should be placed accordingly.

**Note:** Additional outlets are shown to accommodate alternate fixture locations.



# LIVEGUIDE™

## CREATE A TRUE DESTINATION IN YOUR SCION SHOWROOM FOR CONSUMERS WITH LIVEGUIDE – A 46" INTERACTIVE TOUCH-SCREEN MERCHANDISING SOLUTION THAT PRESENTS DYNAMIC SCION CONTENT INCLUDING:

- Vehicle information
- Color and trim visualizer
- Competitive comparison data
- Accessory options
- Financial programs
- Scion life information (racing, art, films, events, music and more!)

### **This powerful merchandising tool will enhance your customers' purchase experience and facilitate salesperson product training.**

Consumers will have the ability to personalize their Scion vehicle by selecting accessories and creating a "wish list," which can be sent to their personal e-mail address.

Consumers also can send Scion product brochures or Scion Solutions program information to their personal e-mail address, thus reducing the quantity of literature printed and distributed.

### **LiveGuide is a two-way connected solution so the interactive content is always up to date.**

Content will be updated regularly and new features will be added over time, ensuring both consumers and Scion salespeople continually view LiveGuide as a valued resource in the showroom.

The LiveGuide system, which is designed to fit into the Product Information Display Wall (PIDW), includes all hardware components, operating system and digital content. The touch-screen display is a 46" commercial-grade monitor. The computer is securely housed in a locked cabinet adjacent to the monitor. Both the monitor and computer come with a 3-year limited warranty. LiveGuide customer and technical support are also available.

### **Order LiveGuide today – it's the merchandising solution that delivers results!**



# THE SHOWROOM EXPERIENCE YOU WANT!

**DCI MARKETING HELPED LAUNCH SCION'S ORIGINAL SHOWROOM IN 2003. WE HAVE EXTENSIVE EXPERIENCE WORKING WITH TOYOTA DEALERS AND THEIR SPECIFIC SCION SHOWROOMS. WE'VE ALREADY ENCOUNTERED AND SOLVED MANY LOGISTICAL CHALLENGES AND CAN MAKE YOUR SCION SHOWROOM ORDERING AND INSTALLATION AN EASY PROCESS. WE ALREADY KNOW MANY OF YOUR DEALERSHIPS AND HAVE RECORDS OF EACH INSTALLATION WITH ALL CONTRACTOR INFORMATION AND LAYOUTS OF THOSE DEALERSHIPS AND THE ELEMENTS THAT WERE ORDERED AND INSTALLED.**

- As the original, sole provider of Gen I Scion showroom elements, we know how to best position fixtures in your retail environment
- We can provide site surveys
- We can help you design your Gen II Scion showroom
- We can advise where you should place fixtures to maximize your space and create the most effective Scion Gen II showroom possible for you

**Our in-house designers can look at your architectural designs to create or advise the best layout for you.**

- DCI will install your showroom with minimal business disruption
- We guarantee a damage-free installation!

## **DCI Marketing Automotive Showroom Experience – An Important Benefit to You**

It's a smart decision to use the supplier who has the most extensive experience in the automotive industry. Our Scion showroom experience, plus over 60 years of automotive showroom experience with thousands of other automotive and motorcycle dealers, means that we have the knowledge, expertise and resources to produce and install your showroom quickly, efficiently and flawlessly.

- Proven system in place
- Dedicated Web site for ordering elements and monitoring program progress
- Toll-free customer service
- Floor plan design
- Order placement
- Project management
- Professional installation
- Responsive aftercare

**Visit [www.scionshowroom.com](http://www.scionshowroom.com) for complete showroom program details and to place your order.**

**Contact your Scion customer care representative with questions at 800-378-8692.**



## FREQUENTLY ASKED QUESTIONS

**Q: Can I reuse my existing Gen I elements in my new Scion area?**

A: Yes, certain elements can be repurposed. These Gen I elements include: Color Selector, Information Kiosks, Printer Stand, Sales Desks (base only), Indoor Sign and Pure Price Menu Display.

**Q: Does DCI refurbish the Gen I elements that I reuse in my new showroom?**

A: No, these elements will be cleaned but they will not be refurbished – they will be used in their current condition.

**Q: Is relocation of my Gen I elements included in my showroom costs?**

A: No, this is an optional service at additional cost. The installation options are outlined in the Scion Showroom Evaluation Form.

**Q: Will DCI dispose of my noncompliant Gen I showroom fixtures?**

A: No, the dealership is responsible for disposal of any noncompliant elements. DCI can provide this service at additional cost. Please contact program headquarters for a quote.

**Q: How much will it cost for a Gen II layout?**

A: There is no charge for a Gen II layout if a dealer is considering DCI for purchase of its Gen II elements.

**Q: When should electrical layouts be completed?**

A: Layouts should be completed and approved before building construction begins to ensure electrical outlets are placed in the proper location before the concrete floor is poured.

**Q: How long is typical installation?**

A: Typically, 1.5 to 2 days.

**Q: What is the warranty?**

A: Fixtures and furniture are warranted for 5 years and LiveGuide™ electronic components for 3 years from date of install (based upon normal wear and tear).

**Q: What information can I find on the Scion Gen II Showroom Program Web site ([www.scionshowroom.com](http://www.scionshowroom.com))?**

A: The Scion Gen II Showroom Program Web site provides all information related to the Scion Gen II program (products, pricing, reporting, electrical/data planning, contact information, ordering/shopping cart, recent news, etc.).

## CONTACT INFORMATION

**For additional program information or to place an order, please visit our Web site or call our toll-free number to speak to your Scion showroom representative.**

**Scion Program Headquarters/  
DCI Marketing, Inc.**

- Phone: 800-378-8692
- Fax: 800-443-7489
- Address: 2727 West Good Hope Road  
Milwaukee, WI 53209

**Scion Gen II Showroom Program Web  
Site ([www.scionshowroom.com](http://www.scionshowroom.com))**

**Username:**

- Login name = Dealer Code

**Password:**

- Password = Dealer Code

**Please Note:**

- Password can be updated upon entrance to Web site
- For login issues, please call 800-378-8692



# MATERIAL SAMPLES



**POWDER-COATED ALUMINUM**  
Pillar Side Extrusions, I-Beam



**CARBON-FIBER LAMINATE**  
Accessory Display Case



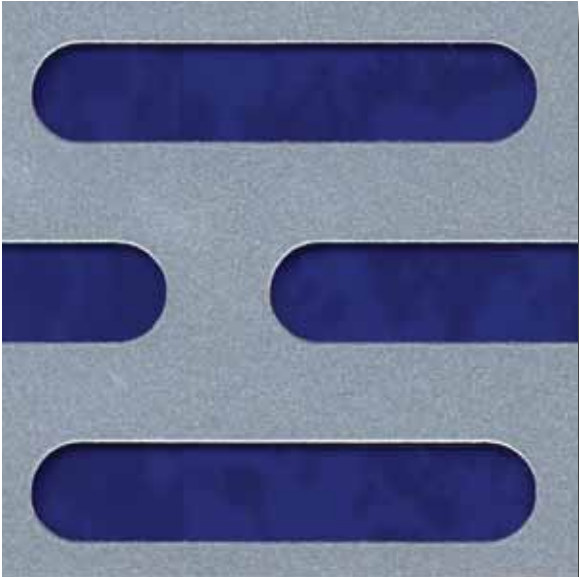
**BRUSHED ALUMINUM LAMINATE**  
Product Information Display Wall (PIDW), Accessory Display Case, Sales Desk Update Kit (optional)



**LEATHER**  
Lounge Furniture, Sales Desk Chairs



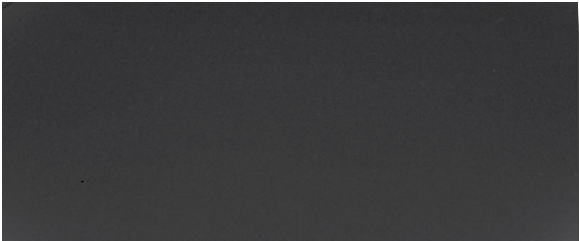
**DARK GRAY LAMINATE**  
PIDW



**BLUE ACRYLIC PANEL**  
Lighted Pillar



**GRAY POWDER-COATED METAL**  
Lighted Pillar, Sales Desk Update Kit



**GRAY TINTED GLASS**  
Sales Desk Update Kit





Produced by DCI Marketing  
[www.scionshowroom.com](http://www.scionshowroom.com)  
800-378-8692

