



## **Paisley Racing chosen to promote new Scion Bbx.**

*Toyota Motor Company has chosen Paisley Racing to promote the release of the new Scion Bbx. It will be unveiled at the 2002 SEMA show in Las Vegas. The vehicle will be supercharged and nitrous injected and will feature many interior parts from Momo.*

([PRWEB](#)) October 3, 2002 -- Paisley Racing Ltd. has been chosen to promote the introduction of the new Scion division of Toyota Motor Company. Scion is a new company that is geared towards the youth market. Paisley Racing is the factory-backed Toyota drag race team in the Sport Compact racing series and has been racing Toyota vehicles for the last four years. Paisley Racing is in touch with the youth market and it is the perfect marketing partner for Toyota. They have demonstrated that they are able to communicate with the Gen Y consumer and have been at the forefront of the growing import lifestyle scene since its earliest days. Toyota Motor Company plans to be involved with Paisley Racing in many projects geared towards consumers interested in aftermarket parts and accessories. "Today's consumers want to personalize their cars in many different ways, other than how the factory sells the car, and we will demonstrate many different things that are available to the consumer through our projects." You can reach Paisley Racing Ltd. at (516)481-4526.



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**Online Web 2.0 Version**

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