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There are not many car manufacturers who can boast that they have their own record label. Toyota, however, have made an effort to expand their Scion brand into the world of musical recordings and visual art with Scion events being held all over the US. The Scion cars are aimed at younger drivers and the Scion Audio/Visual brand is following suit, releasing dance and metal tracks and supporting edgy, new artists.

Scion Audio/Visual has its own website and blog, where fans of the cars or the music or both can check out upcoming concerts and CDs. However, Toyota hasn't rested on its laurels after setting up the record label arm of Scion and has plans to expand the brand into other areas of popular culture too. There is already an online Scion radio station, playing releases from the Scion Audio/Visual label obviously, while the company's concerts are held every month in cities throughout the US.

That takes care of the â€œAudioâ€• part of the Scion Audio/Visual name, but what about the â€œVisualâ€ doesn't just support up and coming musical artists, but is doing its part to back new visual artists too, no matter what media they choose to work in. The Scion brand has already established its own art gallery in Los Angeles, and has sponsored events and installations at other galleries across the country. Film-makers in the US have had their projects financially backed by Scion, who have then helped them to get distribution deals too, while also sponsoring their own film festival.

Scion artists are hardly established names, but they do make more money than most musicians starting out; the record label covers all the costs for production and distribution so that any money the recordings make goes straight into the band's coffers. So far, the label has focused on the garage, metal and electronic genres in the US, releasing recordings by artists such as Chromeo, Ruska and The Black Lips. All their artists get to take part in promotional tours and events around the US, including the Scion Metal Matinee, Scion House Party, Scion Garage Fest and Scion Rock Fest.

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