



## **ScionDrive Launches the First Annual Regional Scion Owners Event in Louisville, Kentucky.**

*ScionDrive, is announcing today the first live concert event to highlight the debut of its Scion Owners' Website launching November 2, 2004. Learn more at <http://www.sciondrive.com/event/event.html/>*

([PRWEB](#)) October 20, 2004 -- ScionDrive, underwritten by Hammer Marketing, is a regional forum dedicated to the Scion Owners. ScionDrive will merge the online forum community with live events and entertainment geared primarily to the Scion Owner. Scion Drive will launch with a strong online forum presence, and expand quickly into offering the ability to upload footage, pictures, and event commentaries from all Scion events.

According to David M. Bock, Creative Director for Hammer Marketing, the most unique feature of this project is the focus on live Scion events. Bock goes on to say that bringing live events into the online forum will unite the Scion community.

Nicole Parr, Lead Project Designer for ScionDrive, states that, "It is not enough to simply be an online forum, our members want a support structure for their real world interests." "We envision a community website streaming live event footage, news and entertainment from around the world", Parr says, "the sharing of ideas and experiences is why we are doing this." Learn more at <http://www.sciondrive.com/event/event.html>

### About Hammer Marketing

Hammer Marketing is a full service marketing agency primarily serving automotive clients. Their goal is to promote automotive clients while upholding a high level of integrity and ingenuity. Hammer Marketing is a division of Buyers Acceptance, which has been servicing automotive loans since 1992.

The people at Hammer Marketing have been in and around the automotive industry for over a decade. Hammer Marketing is focused on marketing campaigns and customer centric programs that bring credibility and integrity into automotive advertising. The Hammer Marketing site is under construction and will be available in the near future.

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**Contact Information****David M. Bock**

BUYERS ACCEPTANCE CORPORATION

<http://www.sciondrive.com>

502-327-9909

**Online Web 2.0 Version**You can read the online version of this press release [here](#).