

Scion iQ "Project Pryzm" by SR Auto Group

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We know this much about SR Auto Group: they don't discriminate with the kind of cars they work on. Whether it's a bastion of supercar awesomeness like the Ferrari 458 Italia or something a little more down-to-earth like a BMW Z4, the US-based tuning firm has made a reputation as one of the best tuners in the business no matter the kind of car they use. Their latest project is nowhere near as powerful as the 458 Italia. Heck, it's not even in the same ball park as the Z4. But for SR Auto Group, the Scion iQ is every bit as interesting as any other car they have worked on. Called the Project Pryzm in reference to the car's sharp and boxy interior, the iQ was fitted with a comprehensive aerodynamic package that drastically changed the way we look at the little, compact hatchback. The first order of business was a subtle height adjustment and the addition of a new set of 17" Sparco wheels. After that, the business was turned to modifying the exterior with SR Auto Group using a body kit from Premier 4509 to fit into the iQ. The kit includes a new front bumper, a rear bumper, side skirts, front fenders, a new hood, and a roof spoiler. All told, it was pretty spectacular how SR Auto Group managed to change the iQ's look, particularly the front, which you could actually pass off as a Dodge Charger.[...]

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