

NASCAR Racer Daniel Suarez Builds Custom 2018 Camry for SEMA

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2017 SEMA Suarez Fact Sheet

PLANO, Texas, Oct. 31, 2017—Debuting at Toyota’s 2017 Specialty Equipment Market Association (SEMA) Show display, Daniel Suarez’s all-new 2018 Camry is as capable as you might expect from Toyota’s youngest star driver.

“Daniel may be the new guy at the party, but he’s already made an impact in his rookie season,” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America. “He told us his build would be both sporty and refined, which is exactly what the all-new Camry is about.”

“I grew up in the car customizing business, so I’m very hands-on when it comes to this kind of project,” Suarez said. “I wanted to keep the Camry’s athletic, refined aspect but morph it into a track-ready vehicle.”

Not only is Suarez a NASCAR driver, he’s also a committed car guy who grew up in the customization business. He teamed up with Motorsports Technical Center (MTC) to bring his vision for the modified Camry to life.

It all begins with Misfit Industries’ paint and finishing work, a true sight to behold. From the exhaust tips to the custom hood, Misfit was able to amplify the already-sporty lines of the 2018 Camry.

“Daniel’s been building cars since he was a kid, so he had a really good idea of how he wanted it to turn out,” said MTC owner Marty Schwerter. “He was very specific with the wheels, so that was something we spent a lot of time on.”

Those wheels are 20×8.5-inch Rotiform alloys that were specifically cut for this car and fitted with Goodyear Eagle F1 Asymmetric tires for maximum performance. StopTech brakes and Hawk pads provide stopping power. A custom Tein coil-over suspension drops the Camry over this rolling package.

Engine performance is bumped up several notches with an AEM intake and Toyota Racing Development (TRD) exhaust with tips that mount flush with the custom rear bumper and diffuser. The team also developed a functional front splitter and rear wing that work in tandem to produce usable downforce at speed.

The Suarez Camry was designed to stand out in any crowd, featuring a striking white-on-black color scheme, with a black roof and A-pillars that offset the pearl-white body color.

The factory interior is a fusion of functionality, futuristic styling, and a high degree of personal space and craftsmanship, with just a bit of edginess added by contrasting red-stitched Suarez logos and a smattering of carbon-fiber accents.

Daniel Suarez’s Custom Camry—along with numerous other Toyota specialty vehicles—can be found in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, Oct. 31- Nov. 3, 2017.