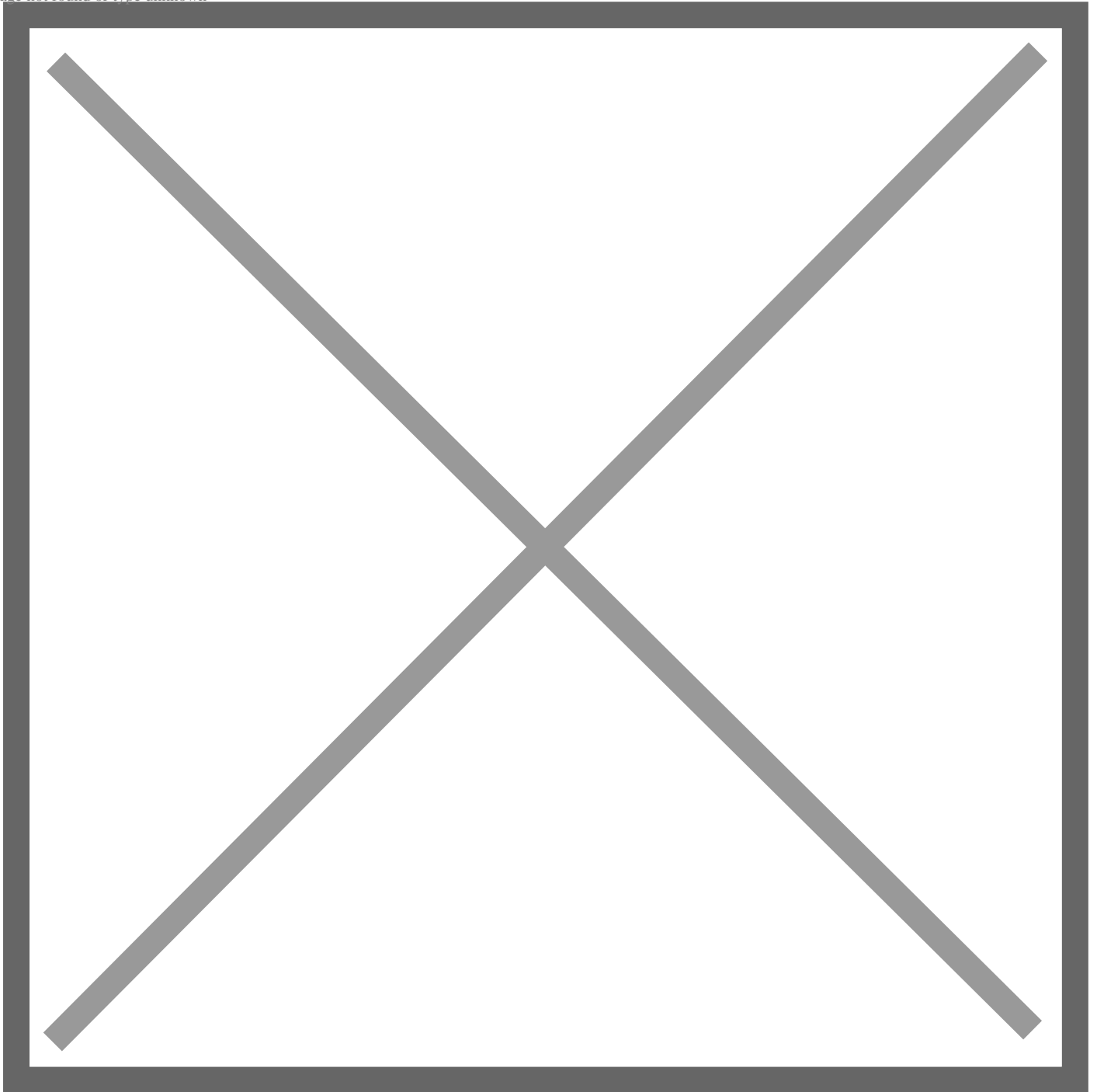


NASCAR Racer Martin Truex, Jr. Builds Custom 2018 Camry SEMA Show

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PLANO, Texas, Oct. 31, 2017— Debuting at Toyota’s 2017 Specialty Equipment Market Association (SEMA) Show display, Martin Truex, Jr.’s all-new 2018 Camry was built as an homage to the 2017 Monster Energy NASCAR Cup Series points champion’s own racecar.

“Martin has been flying the Toyota banner high all year long on the racetrack,” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America. “He brought Toyota its first trip down Victory Lane in 2017, which happened to be right here in Las Vegas. So of course, he was a lock to head up one of our custom Camry builds.”

Truex, Jr. clinched the Monster Energy NASCAR Cup Series Championship in Darlington, S.C., this September when he locked in an insurmountable regular-season points lead. He teamed up with Toyota’s Motorsports Technical Center (MTC) to bring his vision for the perfect customized Camry to life.

MTC brought in the team from Misfit industries for all the finishing work and went through six different shades of black before they were satisfied. The paint is covered with a satin topcoat and all existing chrome trim was re-finished in durable cobalt Cerakote.

“Martin told us a lot of his career success is because of the teammates who surround him, so of course we jumped at the chance to be a part of that team,” said MTC owner Marty Schwerter. “He wanted to give his Camry an aggressive racing look-and-feel that pays tribute to the one he drives on the track, so that’s exactly what we did.”

The build began with one-off American Racing NASCAR-style wheels that mirror the ones bolted to Truex, Jr.’s cup car—only they’re bigger. Goodyear provided Eagle F1 Asymmetric high-performance tires and StopTech provided bigger brakes.

Under the hood, performance has been kicked up a few notches with an AEM intake system and a Toyota Racing Development (TRD) exhaust. A custom Tein coil-over suspension drops the Camry over the wheels and tires.

Truex, Jr.’s Camry keeps all of the all-new 2018’s features and comfort, albeit blacked-out like the car’s exterior, with black leather, black stitching and the driver’s initials stitched into strategic locations.

“The challenge was taking an already-sporty Camry and giving it a race feel with NASCAR inspiration,” Truex, Jr. said. “I wanted this car to strike a little bit of fear in drivers who see it in their rear-view mirror, getting ready to pass them.”

Martin Truex, Jr.’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.