

Kyle Busch Builds a one-of-a-kind 2018 Camry for SEMA 2017

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2017 SEMA Busch Fact Sheet

PLANO, Texas, Oct. 31, 2017— Debuting at Toyota’s 2017 Specialty Equipment Market Association (SEMA) Show display, Kyle Busch’s all-new 2018 Camry brings a little bit of “rowdy” to the party. Busch is affectionately known as Rowdy, so it makes sense to badge his SEMA Camry the “Rowdy Edition II.”

“Historically, one of the Camry’s strengths is its overall quality and reliability,” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America. “With the introduction of the all-new 2018 model, we’ve shown the world that we aren’t afraid to also bring eye-catching design and performance into the fold.”

“Part of our NASCAR driver challenge is exploring the Camry’s wild side,” he added. “Who better to do that than Kyle ‘Rowdy’ Busch, and where better to do it than SEMA?”

Busch teamed up with Chuck Gafrarar of Chuck G Fabrication in Concord, N.C., for the build. Gafrarar is no stranger to the world of NASCAR, having collaborated with race teams since 2002.

Busch delved into the Toyota parts bin to enhance the new car's performance. An AEM intake, and TRD (Toyota Racing Development) exhaust help the motor breathe. Busch's Camry keeps its factory black paint scheme and stays faithful to the 2018's original factory lines, to which Busch has added his own personal racing flair.

"I have always liked the 'metal industrial' look that points to good,old hardcore fabrication," Gafrarar said. "I like to make things from whole flat sheets of material, whether it be aluminum, steel or stainless."

Busch's Camry features metallic finishes on the A-pillars, roof, front bumper trim, and a custom ducktail rear wing. And of course, it would be tough to miss the custom "Rowdy Edition II" badging on the trunk lid and front doors. The interior features smooth leather to echo the 2018 Camry's refined nature, with brushed-metal trim accents and just a sprinkling of carbon fiber.

"From the beginning, we knew this car was going to be the Camry Rowdy Edition II," Busch said. "So the builder and I wanted to see just how rowdy we could get!"

Kyle Busch'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.