

Toyota Brings NASCAR Stars Out to Play with the 2018 Camry at SEMA 2017

October 31, 2017

PLANO, Texas, Oct. 31, 2017—Toyota's NASCAR drivers have achieved great success on the track: Kyle Busch's 2015 Cup championship, Denny Hamlin's 2016 Daytona 500 victory, and Martin Truex, Jr.'s regular-season victories and points leadership in 2017.

However, at the 2017 Specialty Equipment Market Association (SEMA) Show, there will be four Toyota NASCAR racers competing for something else – bragging rights – as each will be creating their own project car with an all-new 2018 Camry.

“Toyota has had great success in NASCAR since entering competition a decade ago with the Camry,” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America. “2017 has been a great year for our drivers in the Monster Energy Cup Series, to say the least. In light of our stellar year, we invited four of our talented drivers to build their own customized Camry.”

Martin Truex, Jr.—The 2017 points leader created a road-going iteration of his Cup race car, with matte black paint, a black-on-black interior and NASCAR-style wheels in a 20-inch format.

Kyle Busch—The 2015 champion set out to push the all-new Camry's wild side, with genuine Toyota performance parts, bare metal accents and custom “Rowdy Edition” badging.

Denny Hamlin—The Daytona 500 winner built a Camry that is equally at home on the track or for a night out on the town, with race-ready accoutrements and interior style to spare.

Daniel Suarez—The 2015 Xfinity Series Rookie of the Year called on his own custom car-building experience to endow his Camry with a striking black-on-white paint scheme and functional aerodynamics.

The NASCAR Camry Builds—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.