

Rutledge Wood Builds a Wide, Eye-Catching 2018 Camry For SEMA 2017

October 31, 2017



2017 SEMA Rutledge Fact Sheet

PLANO, Texas, Oct. 31, 2017— The Toyota Camry has been on the road since 1983, but the road has never seen a Camry like this one. With numerous body panels formed using state-of-the-art 3D-printing technology and an aggressively lowered stance, Rutledge Wood’s extreme Camry makes its debut at Toyota’s 2017 Specialty Equipment Market Association (SEMA) Show display.

“Since Rutledge has been such an integral part of the Toyota SEMA machine over the last few years, we decided to let him build his own custom Camry alongside our top NASCAR drivers,” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America.

“I was pretty fired up to do my own custom Camry build with the NASCAR guys,” Wood said. “It’s not every day you get to enter a custom build competition with a race-car driver, much less four of them.”

Wood teamed with Rick Leos, a seasoned hot-rodder and car builder who has customized everything from tricycles to Tonka trucks while racking up numerous awards along the way. Leos has partnered with Toyota on

SEMA builds in the past, most recently the company's Learjet-inspired Extreme Sienna. His approach to this build takes a page out of the aerospace industry's playbook.

"We've entered a new era of custom cars where not only can you design your vehicle on a computer, but you can also print out the exact parts in one piece," Leos said.

The 3D Camry's hood, front and rear bumpers, rear diffuser, rocker panels and headlight buckets were fabricated using 3D-printing technology and the use of composite materials, producing a unique custom look. The Camry also features a mean-looking, wide body stance and a Megan Racing custom suspension that lowers it over staggered 20-inch forged Rotiform wheels.

A custom MagnaFlow exhaust was installed, giving the Camry's V6 a mean, throaty voice at full throttle but remaining incredibly quiet at idle. To complement the sedan's stom-printed panels and performance-oriented stance, the Camry's body has been draped in a never-before-seen color. A custom metallic mix of pearlescent blue and purple, Leos and Wood code-named the hue "Blurple."

The interior has been dressed up in supple "baseball glove" leather on the seats, door panels and steering wheel. Custom floor mats were also added featuring Rutledge Wood's likeness stitched into them.

The 3D 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.