

NASCAR's Kyle Busch Unveils Track-Inspired Camry Dream Build

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TORRANCE, Calif., (Oct. 20, 2012) – Kyle Busch, whose 104 career wins across all three of its top series make him one of NASCAR's top drivers, is now hoping to head to the winner's circle in a different kind of race: the Toyota Racing Dream Build Challenge (www.ToyotaRacingDreamBuild.com). Busch, one of four racing stand-outs pitted against each other in the vehicle-modification build competition, took on a 2012 Toyota Camry SE and remade it into the "Rowdy Edition" Camry, named for his "Rowdy" handle on the racing circuit. The Rowdy Edition Camry is all about style and substance.

"Our approach to the build [was] to make a car with the stance, attitude and handling of a road-race car while retaining the functionality of a production Camry," Busch said.

The modifications were carried out at Detroit Speed & Engineering (DSE) in Mooresville, N.C., under Busch's supervision.

Among the body modifications that the Camry received to realize the proper "Rowdy" image were a hand-formed, custom wide-body kit; custom front and rear belly pans; DSE-designed and fabricated front air splitter and rear air diffuser; and a custom, true dual exhaust system.

"This looks like something we should run at Daytona and Talladega," Busch said.

Since the official "Rowdy" colors are black, red, and white, they are predominant on both the exterior and inside, where black and red leather Lexus IS F bucket seats were installed to complete the look.

The "Rowdy Edition" Camry will premiere, along with its competitors in the Toyota Racing Dream Build Challenge, at Toyota's press conference at the Special Equipment Market Association (SEMA) show in Las Vegas on Oct. 30 at 11 a.m. local time.

NASCAR driver Clint Bowyer produced a Tekked-Out Prius, NHRA Funny Car driver Alexis DeJoria converted a Tundra pickup truck into a beastly desert pre-runner, and NHRA Top Fuel points leader Antron Brown modified a Sequoia for maximum speed. All four are competing for the Toyota Racing Dream Build Challenge title and a \$50,000 check from Toyota to the driver's chosen charity. A win by Busch will benefit the Kyle Busch Foundation, whose mission is to empower young men and women by fostering life experiences and helping them achieve their goals.

Voting will open on Oct. 20 and will continue through Oct. 29. Fans will be able to vote for their favorite team once per day on the [Toyota Racing Facebook page](#), where they can also enter to win prizes, including a Toyota Racing "Dream Trip," which will be given away to one lucky fan.

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Kyle Busch Camry Fact Sheet