

Toyota Unveils Camry XSE Race Car For 2024 NASCAR Cup Series Season

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PLANO, Texas (Nov. 27, 2023) – Toyota revealed today a newly-designed NASCAR Cup Series (NCS) Toyota Camry XSE race car that will make its debut in the 2024 NCS season. The Camry XSE Next Gen follows the Toyota Camry TRD Next Gen, which produced 18 victories and 25 poles during the last two seasons of competition.

Toyota, TRD (Toyota Racing Development, U.S.A.) and Caltly Design worked together to ensure body styling characteristics replicated the recently unveiled 2025 Toyota Camry XSE as closely as possible. New features of the Toyota Camry race car include a distinctive hammerhead styling on the front fascia with an upper grille slot that is tied into the updated slim and wide headlights.

The outside of the larger lower grille area also features C-shaped corner vents, while the hood features new character lines and new hood duct exits. The back fascia of the car includes revised quarter panel styling and chamfered bumper corners on the back of the corner panels that blend into the rear bumper. These features, along with updated thinner taillights, give the new Camry race car a more sculpted appearance.

“The 2024 Camry XSE race car will properly highlight Toyota’s attention to detail as has been showcased in the new street version Toyota Camry. We are excited to bring this car to the race track and continue to achieve success with it for years to come,” said Paul Doleshal, group manager of motorsports, TMNA (Toyota Motor North America). “The amount of work put into this car’s production cannot be overstated, and we thank everyone at TRD and Caltly Design for their efforts in creating a premier vehicle for our team partners to compete for wins and championships.”



Toyota continues to be the only manufacturer in NASCAR to showcase three nameplates across the three national series – the Camry in the NCS, the GR Supra in the NASCAR Xfinity Series (NXS) and the Tundra TRD Pro in the NASCAR CRAFTSMAN Truck Series (NCTS). Since joining the NCS and NXS in 2007, Toyota has earned 180 NCS wins and three NCS championships along with 201 NXS victories and four NXS titles. And since its entry into the NCTS in 2004, Toyota has claimed 228 wins and nine Truck Series championships.

“The foundation of Toyota’s presence in NASCAR is our commitment to continuous improvement on and off the race track. Our Camry XSE race car reinforces that mantra and accurately reflects the key design attributes of the all-new production Toyota Camry,” said David Wilson, president of TRD. “As we prepare for the 2024 season, we look forward to working closely with our race team partners to optimize the performance of the newly-designed Camry race car so we can continue our legacy of leading laps, winning races and competing for championships with the Camry nameplate.”

With the addition of LEGACY MOTOR CLUB for the 2024 NASCAR Cup Series season, eight Toyota Camry XSE’s will compete on track every weekend, starting with the Clash at the Coliseum exhibition race in Los Angeles, California, in February.