

# Toyota Brings the "Power of New" to SEMA 2017

October 31, 2017

[2017 SEMA C-HR R-Tuned Fact Sheet](#)

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PLANO, Texas, Oct. 31, 2017 — Toyota's collection of 18 vehicles on display at the 2017 Specialty Equipment Market Association (SEMA) Show pays tribute to the latest iteration of Toyota's best-selling vehicle, the all-new 2018 Camry, and the first-ever C-HR Crossover Utility Vehicle (CUV).

"Our "Power of New" theme at SEMA is perfect as we highlight two new vehicles in our model lineup," said Steve Curtis, vice president of Media and Engagement Marketing for Toyota Motor North America (TMNA). "One, the all-new 2018 Camry, has been completely redesigned and reimaged. The C-HR is entirely new to our lineup, bringing in a new young buyer to Toyota."

In addition to the two new production models, highlights of this year's Toyota display at SEMA include the following:

## **NASCAR STAR CAMRYS**

Top NASCAR drivers [Martin Truex Jr.](#), [Kyle Busch](#), [Denny Hamlin](#), and [Daniel Suarez](#) brought their own spin on the all-new 2018 Camry to this year's show. Each driver created a Camry that further elevates the all-new model's cutting-edge design and enhanced performance.

## **C-HR R-TUNED**

Built to be the world's quickest CUV, the C-HR R-Tuned was tested extensively at the racetrack and has turned quicker lap times than a McLaren 650S Spyder, 911 GT3 RS, and Nismo GT-R at Willow Springs International Raceway (Calif.) Big Willow track. The C-HR R-Tuned – which retains a 4-cylinder engine/front-wheel-drive layout – includes a full Toyota engine and manual transmission swap, a custom turbo system pushing 600 horsepower, aerodynamics that produce 300 lbs. of downforce, 1.2g of braking force and 1.7g of lateral acceleration.

## **RUTLEDGE WOOD CAMRY**

Not to be outdone by the NASCAR boys, racing analyst Rutledge Wood brought his own take on the all-new 2018 Camry. Wood's Camry features state-of-the-art 3D printed body panels, an outrageous "Blurple" paint job, and a totally re-finished interior.

## **C-HR BEAT BOX**

The C-HR Beat Box takes two things automotive enthusiasts love most—a cool car and cool tunes—and merges them together into a unique package. Touch points inside the car allow passengers to create their own custom drum tracks, while custom mood lighting actively reacts to the beat.

## **NASCAR CAMRY PACE CAR**

Hot off the race track, one of the official Camry Pace Cars for the Monster Energy NASCAR Cup Series made a

pit-stop in Las Vegas, parking itself in the Toyota booth opposite the all-new 2018 Camry.

### **GENERATIONS OF CAMRY DISPLAY**

Along with the all-new model and custom builds, a special display honors Camry's three-plus decades in the United States. Samples from all 8 generations are present, from the very first Camry in 1983 to the all-new 2018 model. They are located just outside the Toyota booth on the Patio Annex of the Las Vegas Convention Center.

### **Rutledge Wood**

In addition to showcasing a build in this year's booth, the NBC Sports NASCAR Analyst hosted his sixth Toyota SEMA Press Conference with Toyota VP Steve Curtis.

The entire collection of project vehicles can be seen in the Toyota display booth (#24800) in Central Hall and the adjoining Patio Annex at the Las Vegas Convention Center, Oct. 31-Nov. 3, 2017.