

The 2007 staging of the NASCAR Busch Series in Montreal marks the return of top division NASCAR competition to Canada. This is an important part of NASCAR's initiative to grow awareness throughout North America and further integrates NASCAR into the Canadian motorsports landscape.

Lastly, several new entries into the sport will surely have an immediate positive impact on its profile. First, Toyota will make its debut in the NASCAR NEXTEL Cup and Busch series in 2007. Toyota Racing Development has a long history of successfully competing among the world's top tiers of motorsports, having recently completed its third year competing in the NASCAR Craftsman Truck Series by collecting 12 wins, 15 pole positions and the series

