

TOYOTA

**What's the big fuss about
Toyota, anyway?**

Actually, all we've done is design the kind of cars today's car buyers want. Economical cars big on quality. Inexpensive automobiles with contemporary styling. And performance. Low maintenance vehicles with familiar components. And with handling characteristics for our high speed roads. Simple enough. No reason to fuss.

What it all boils down to is: Toyota suits the American consumer's demands for quality and reliability. And maybe that's because, at Toyota, we're pretty fussy about what we put our name on.

And this is what everybody's fussing about.

Toyota Corolla.

Success has never spoiled Toyota. That's why, after producing more than one million Corollas, we're still improving the product. The new Toyota Corolla is bigger and more powerful. Seventy-three horsepower to get you going quickly and a power braking system with front discs to stop you, now! Add this to lush new interior and exterior styling, gas economy of about 28 miles per gallon and a still very low purchase price, and you've got a typical Toyota success story. The high spirited Toyota Corolla.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, OHV.
DISPLACEMENT: 71.1 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 73 hp @ 6,000 rpm.
MAX. TORQUE: 74.2 ft. lb. @ 3,800 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional on Coupe and 2-door Sedan): 2-speed. BRAKES: Power braking system with front discs.
WHEELBASE: 91.9 in. WEIGHT: Coupe: 1,715 lbs. 2-door Sedan: 1,725 lbs. Station Wagon: 1,805 lbs. PERFORMANCE: Max. speed: Coupe: 94 mph. 2-door Sedan: 91 mph. Station Wagon: 84 mph. Cruising speed: Coupe: 81 mph. 2-door Sedan: 78 mph. Station Wagon: 72 mph.



Toyota Corolla Fastback Coupe, Two-Door Wagon, Two-Door Sedan



Toyota Corona.

One of the world's most popular cars. In the U.S., the Toyota Corona is in demand because of its big car roominess, 4 doors and swift, comfortable ride. And now the Corona has a new powerful engine. A full 108 hp overhead cam engine. With fewer moving parts. And five main bearings for a longer life with low maintenance. The all new Toyota Corona is longer, lower and wider. And even more handsome than before.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, OHC.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional): 3-speed.
BRAKES: Power braking system with front discs. WHEELBASE: 95.7 in. WEIGHT: 2,170 lbs. PERFORMANCE: Max. speed: 105 mph. Cruising speed: 85 mph.



Toyota Corona Four-Door Sedan



Toyota Mark II.

It's hard to mistake the Mark II for any other car in its field. Because, whether it's the sporty 2-door Hardtop, 4-door Sedan or roomy family Station Wagon, the Mark II comes on uniquely as a luxurious, high performing, low priced car. A car that can cruise all day at 85 mph while carrying five adults around in shameless luxury. And if 4-on-the-floor isn't your speed, the Toyota Mark II can be had with an optional 3-speed automatic transmission. And air conditioning. And a tape player. And AM/FM Stereo. Maybe you think the Mark II is indulgent. Maybe you're right.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, SOHC.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional): 3-speed.
BRAKES: Discs in front. WHEELBASE: 98.8 in. WEIGHT: Hardtop: 2,310 lbs. Sedan: 2,310 lbs. Station Wagon: 2,430 lbs.
PERFORMANCE: Max. speed: 105 mph.
Cruising speed: 85 mph.



Toyota Mark II Hardtop, Four-Door Wagon, Four-Door Sedan



Toyota Crown.

One of the world's most chauffeur-driven automobiles! The sleek Toyota Crown bears all the understated elegance you expect of a prestige automobile. Inside, it's pure luxury and comfort. Deep foam bucket seats are upholstered in rich, soft vinyl. Lush, deep pile carpeting covers the floors. And on the road, both the Crown Deluxe Sedan and the Crown Custom Station Wagon deliver library-quiet rides. Look for its equal among the world's most exotic automotive names.

SPECIFICATIONS:

ENGINE: 6 cyl. in line, SOHC, 7 main bearings. DISPLACEMENT: 137.5 cu. in. COMPRESSION RATIO: 8.8:1. HORSEPOWER: 115 @ 5,200 rpm. MAX. TORQUE: 123 ft. lb. @ 3,600 rpm. CARBURETOR: One downdraft, 2-barrel. TRANSMISSION: 4-speed synchromesh. Automatic transmission (optional): 3-speed. BRAKES: Discs in front. WHEELBASE: 105.9 in. WEIGHT: Sedan: 2,965 lbs. Station Wagon: 3,140 lbs. PERFORMANCE: Max. speed: 99 mph. Cruising speed: 87 mph.

Toyota Land Cruiser.

Built to take on the highways, byways and boondocks. The no-nonsense 4-wheel drive Land Cruisers can roll all day at 80 mph, then take off across the woods and climb almost impossible grades. The explanation is in Land Cruiser's unique combination of a 155 hp, 6 cylinder engine and its rugged 4-wheel drive system. Add this to seemingly indestructible construction and practical design, and you've got the makings of solid fun on wheels. Hardtop, Vinyl Top or Station Wagon, Land Cruisers get you there and get you back.



Toyota Crown Four-Door Sedan, Four-Door Wagon



SPECIFICATIONS:

ENGINE: 6 cyl. in line, OHV.
DISPLACEMENT: 236.7 cu. in.
COMPRESSION RATIO: 7.8:1.
HORSEPOWER: 155 hp @ 4,000 rpm.
MAX. TORQUE: 225 ft. lb. @ 2,200 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 3-speed synchromesh
2nd & 3rd. WHEELBASE: Hardtop, Vinyl
Top: 90.0 in. Station Wagon: 106.3 in.
WEIGHT: Hardtop: 3,600 lbs. Vinyl Top:
3,470 lbs. Station Wagon: 4,020 lbs.
PERFORMANCE: Max. speed: Hardtop,
Vinyl Top: 90 mph. Station Wagon:
80 mph.

Toyota Half-Ton Pickup.

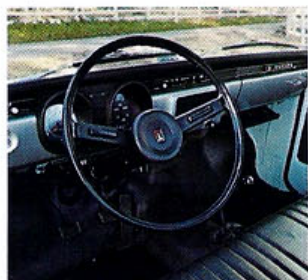
"Trim, roomy, comfortable and tough." Words to describe the sporty looking Toyota Half-Ton Pickup. Considering its 108 hp engine can haul half-ton loads at speeds of 85 mph, the Toyota Pickup is a pretty sophisticated vehicle. Inside, it's luxurious and roomy. Outside, it's handsome and tough. And whether you're using it to haul a load, carry a camper or just for fun to drive, you can count on a sweet, quiet ride. Inside and outside, the Half-Ton is typical Toyota quality.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, OHV.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 hp @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
WHEELBASE: 99.8 in. CURB WEIGHT:
2,440 lbs. GROSS WEIGHT: 3,840 lbs.



Toyota Land Cruiser Wagon, Vinyl Top, Hardtop. Foreground: Toyota Half-Ton Pickup



Interiors from left to right: Half-Ton Pickup; Land Cruiser Vinyl Top, Station Wagon, Hardtop.

TOYOTA

We're quality oriented

In the United States, Toyota's rise in popularity has been almost phenomenal. Partly, it's because Toyota builds the kind of cars Americans want. But partly, it's because of Toyota's insistence on production quality and engineering innovation. Computerized assembly lines and constant testing have made Toyota manufacturing facilities the most modern automobile plants in the world.

Toyota automobiles go through hundreds of tests, piece by piece and as completed assemblies. The result is precision automobiles designed to offer value, in terms of integral quality, features and reliability of operation.

In essence, Toyota designs and builds a better automobile...prices it low...and provides for its service and maintenance in your local community.

PARTS AND SERVICE COAST TO COAST. There are about 850 Toyota dealers in the United States. To maintain their supply of parts and equipment, Toyota has erected huge parts depots across the nation. And to assure you of reliable service, Toyota dealers are fully staffed with skilled, factory-trained mechanics. You can rely on Toyota service and maintenance to keep your Toyota trouble free...anywhere you are...everywhere you go.

The policy of continual improvement in design and manufacture requires specifications, equipment and price to be subject to change without notice.

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