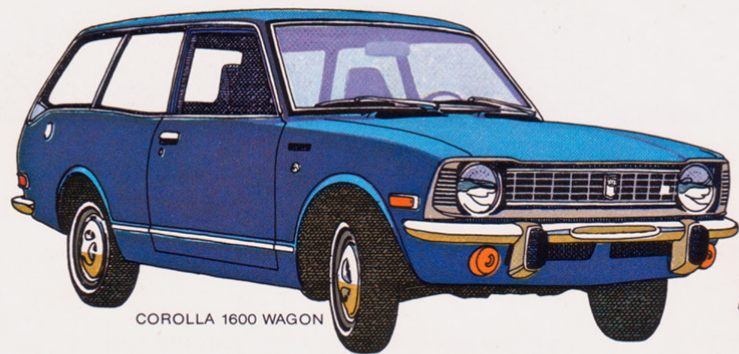
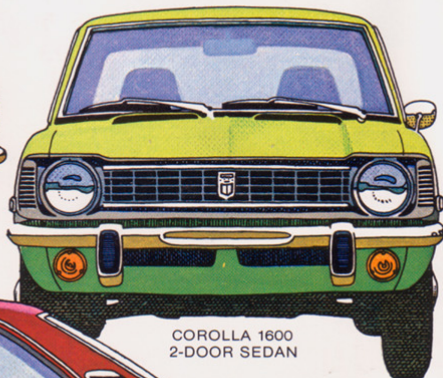


**See how
much car
your money
can buy.**

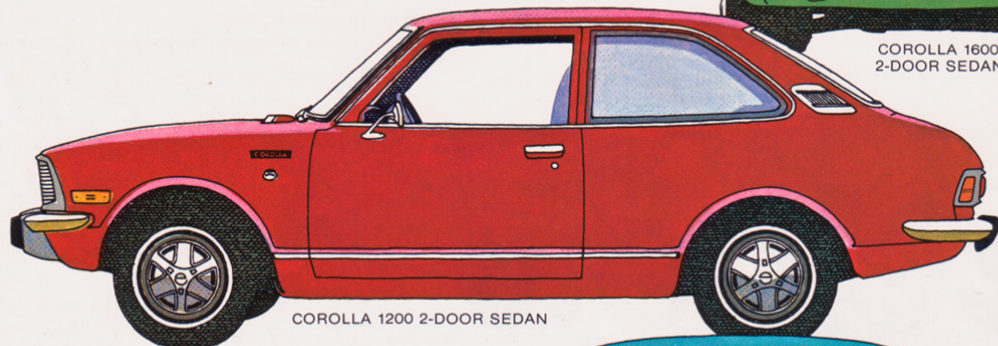
TOYOTA



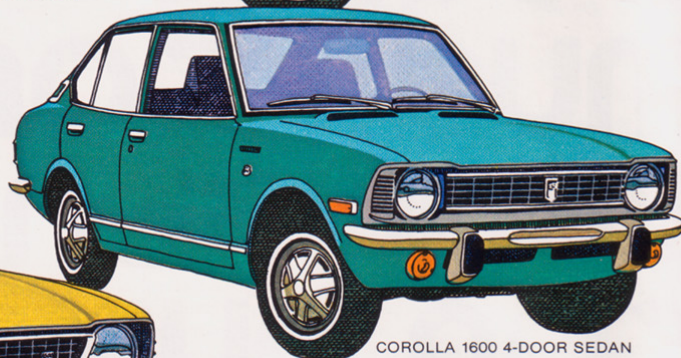
COROLLA 1600 WAGON



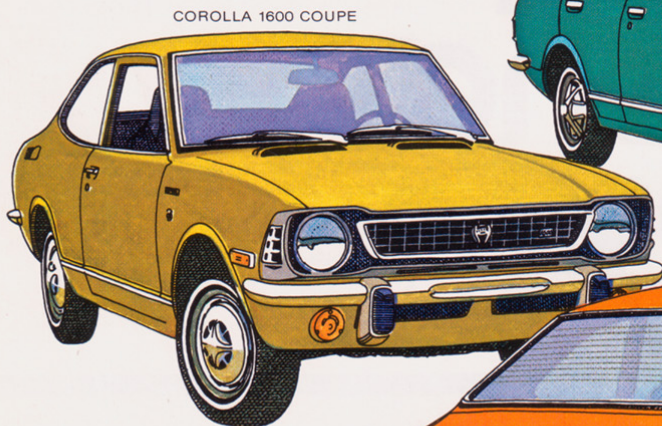
COROLLA 1600
2-DOOR SEDAN



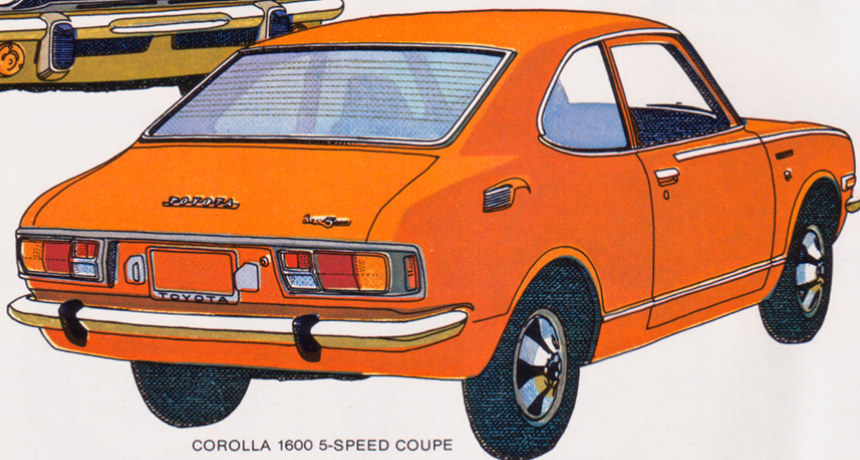
COROLLA 1200 2-DOOR SEDAN



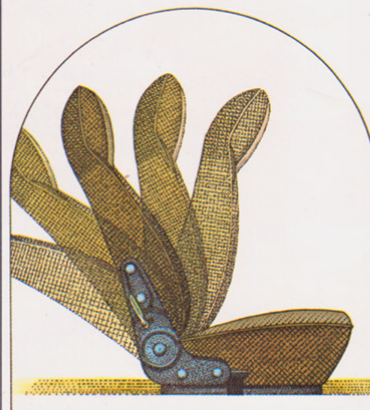
COROLLA 1600 4-DOOR SEDAN



COROLLA 1600 COUPE

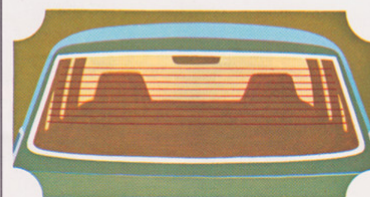


COROLLA 1600 5-SPEED COUPE

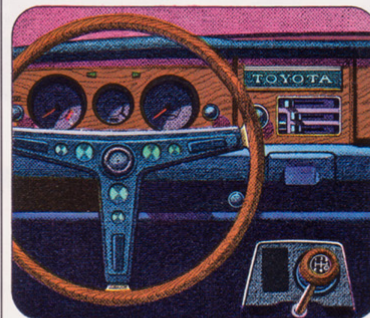


RECLINING BUCKET SEATS.
ALL MODELS.

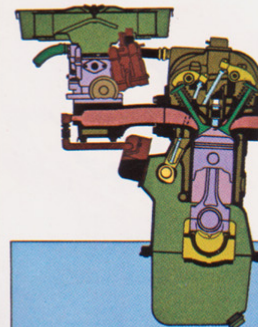
SPECIFICATIONS: COROLLA 1200
ENGINE: 4-cyl. in-line, OHV, 5-main bearings
• DISPLACEMENT: 71.2 cu. in. • COMPRES-
SION RATIO: 9.0 to 1 • HORSEPOWER: 65 hp
at 6000 rpm (SAE net) • TRANSMISSION: 4-
speed synchromesh • SUSPENSION: Front:
MacPherson struts, coil springs and anti-sway
bar. Rear: Semi-elliptic leaf springs • CHASSIS/
BODY: Unit construction • BRAKES: Hydraulic;
front discs and rear drums • TIRES: 600S x 12
whitewalls • WHEELBASE: 91.9 in. • CURB
WEIGHT: 1810 lbs.



ELECTRIC REAR WINDOW DEFOGGER.
ALL 1600 MODELS.

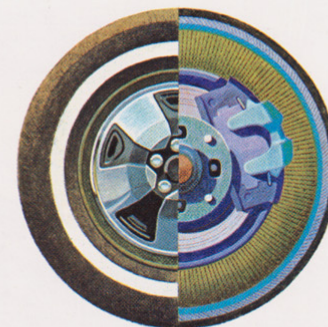


SPORTY WOODGRAIN LOOK TO
THE PANEL, STEERING WHEEL, SHIFT
KNOB. (5-SPEED COUPE ONLY.)



1588cc HEMI-HEAD ENGINE.
ALL 1600 MODELS.

SPECIFICATIONS: COROLLA 1600
ENGINE: 4-cyl. in-line, hemi-head OHV, 5-main
bearings • DISPLACEMENT: 96.9 cu. in. • COM-
PRESSION RATIO: 8.5 to 1 • HORSEPOWER: 88
hp at 6000 rpm (SAE net) • TRANSMISSION:
4-speed synchromesh. (Optional 2-speed auto-
matic) (Corolla 5-speed coupe: 5-speed, synchro-
mesh on special model) • SUSPENSION: Front:
MacPherson struts, coil springs and anti-sway
bar. Rear: Semi-elliptic leaf springs • CHASSIS/
BODY: Unit construction • BRAKES: Power
braking system with front discs and rear drums
• TIRES: 615S x 13 whitewalls. (Corolla 5-speed
coupe: 155S x 13 radial ply blackwalls) • WHEEL-
BASE: 91.9 in. • CURB WEIGHT: 1960 lbs., coupe
and 2-dr. sedan; 2020 lbs., 4-dr. sedan; 2045 lbs.,
station wagon.



FULL WHEEL COVERS, FRONT
DISC BRAKES, ALL MODELS.
WHITEWALLS, ALL 1600 MODELS.
BLACKWALL RADIALS.
(5-SPEED COUPE ONLY.)

Corolla

See how much
standard equipment you get.

There's no such thing as a stripped Toyota. Even when it comes to our lowest priced models, the Corollas. When you see how much standard equipment there is, you can go back and blink at the price. But it stays down.

On the 1200 sedan you don't pay extra for those reclining bucket seats, 4-speed transmission, carpeting, white-walls, tinted glass and all the rest of it.

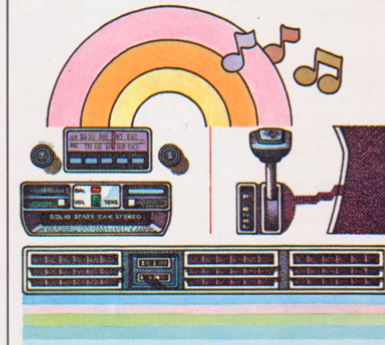
All five 1600 models come with a 1588cc hemi-head engine, an electric rear window defogger and power front disc brakes.

The 1600 5-speed coupe model gives you radial tires and the look of wood on the panel, steering wheel and shift knob. Plus tachometer, sporty stripes and mag style wheel covers.

Read the standard list below. Pretty nice for the price.

STANDARD EQUIPMENT:

4-speed all-synchromesh transmission (except Corolla 5-speed coupe) • Reclining bucket seats with integral head restraints • Whitewall tires (except Corolla 5-speed coupe) • Radial tires (Corolla 5-speed coupe only) • Front disc brakes (1200 series) • Power front disc brakes (1600 series) • Snap-out loop-pile nylon carpeting • Tinted windows (windshield and door glass on wagon) • Impact-absorbing front and rear bumpers • Side door reinforcements • Resettable trip odometer • Cigarette lighter • Glove compart-ment • Parcel tray • Wheel covers • Seat belt retractors • Tool kit • Touch-up paint • Padded armrests • Passenger assist grips • Padded instrument panel • Ashtrays, front and rear • Dual horns • Rear utility storage pockets (Corolla 1600 coupe only) • Power-boosted flo-thru ventilation (except Corolla 1200) • Simulated woodgrain steering wheel and gear shift knob (Corolla 5-speed coupe and 1600 coupe only) • Simulated woodgrain instrument panel (Corolla 5-speed coupe only) • Tachometer (Corolla 5-speed coupe only) • Tape stripes (Corolla 5-speed coupe only) • Mag style wheel covers (Corolla 5-speed coupe only)



OPTIONAL EQUIPMENT:

AM or AM/FM radio • 8-track stereo tape system • FM stereo tuner for 8-track tape system • Auto-matic transmission (except Corolla 1200 and 5-speed coupe) • Air conditioning (except Corolla 1200)

Carina

See how much more than meets the eye.

At first glance, the Carina is a nice, inexpensive 2-door family car. But beneath the surface are three strong advantages. The chassis and suspension of the sporty Toyota Celica type. The 1588cc hemi-head engine like the one in our spirited Corolla 1600. And more room than a Corolla.

All three make the Carina a valuable combination. As dynamic as it is practical.

STANDARD EQUIPMENT:

96.9 cubic inch engine • Console-mounted 4-on-the-floor all-synchromesh transmission • Power front disc, rear drum brakes • Impact-absorbing front and rear bumpers • Side door reinforcements • MacPherson strut front suspension • Reclining, adjustable front bucket seats with built-in head restraints • Fire-retardant interior trim • Snap-out loop-pile nylon carpeting • Power-assisted flo-thru ventilation • Steering column lock • 5-main-bearing crankshaft • Unit body construction • Lined trunk • Tinted windows • Rear window defogger • Armrests, front and rear • Locking glove box with automatic light • Package tray • Wheel covers • Resettable trip odometer • 6.45 x 13 whitewall tires • 3-spoke steering wheel • Illuminated control knobs • Dual horns • Individual water temperature and fuel level gauges • Cigarette lighter • Passenger assist grips

OPTIONAL EQUIPMENT:

Automatic transmission • AM, AM/FM radio • 8-track stereo tape system • FM stereo tuner for 8-track tape system • Factory air conditioning

SPECIFICATIONS:

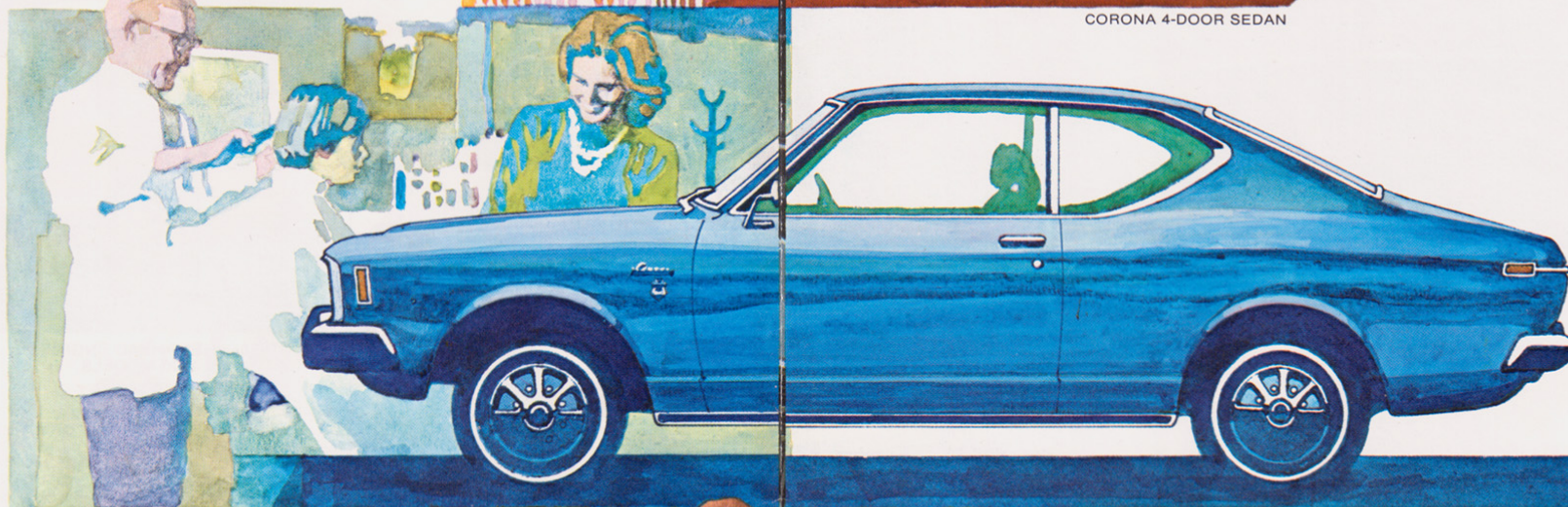
ENGINE: 4-cyl. in-line, hemi-head OHV; 5-main bearings • DISPLACEMENT: 96.9 cu. in. • COMPRESSION RATIO: 8.5 to 1 • HORSEPOWER: 88 hp at 6000 rpm (SAE net) • TRANSMISSION: 4-speed synchromesh. (Optional 3-speed automatic) • SUSPENSION: Front: MacPherson struts, coil springs and anti-sway bar. Rear: 4-link with lateral rod, coil springs • CHASSIS/BODY: Unit construction • BRAKES: Power braking system with front discs and rear drums • TIRES: 6.45 x 13 whitewalls • WHEELBASE: 95.5 in. • CURB WEIGHT: 2202 lbs.



CARINA



CORONA 4-DOOR SEDAN



CORONA HARDTOP



CORONA WAGON

Corona

See how much living room.

The adaptable Corona gives you a surprising amount of leg room, head room and trunk room for its economy car price. Even the convenience of four doors.

In the 2-door hardtop, you can fold down the rear seat and slip out the partition. That gives you continuous storage space from the back of the front seat all the way to the trunk.

The new Corona wagon gives you loads of cargo space. But as big as it is, it still has a small 31.5-foot turning diameter. Very easy to handle, very easy to park.

The Corona has beautiful lines and gets beautiful power from its 1968cc engine. The same engine that's in the Celica ST.

The Corona is the way to spend a little money to get a lot of room and power. In style.

STANDARD EQUIPMENT:

1968cc SOHC engine • Power front disc, rear drum brakes • 4-door convenience (sedan and station wagon only) • Reclining bucket seats • Snap-out loop-pile nylon carpeting • Steering column lock • Power-assisted flo-thru ventilation • Resettable trip odometer • Locking glove box and light • Cigarette lighter • Emergency light with extension cord • Whitewall tires • Tinted glass (windshield and door glass on station wagon) • Impact-absorbing front and rear bumpers • 4-speed all-synchromesh transmission • Side door reinforcements • Lined trunk • Wheel covers • Electric clock with sweep second hand • Passenger assist grips • Electric windshield washer/wiper • Fold-down rear seat (hardtop and station wagon only) • Partition giving access to trunk from inside car (hardtop only) • Passenger seat that flips down and moves forward for easy rear access (hardtop only) • Rear window defogger • Inside hood release • Dual horns

OPTIONAL EQUIPMENT:

3-speed automatic transmission (with bench seat in sedan) • Factory air conditioning • AM, AM/FM radio • 8-track tape deck • FM stereo tuner for 8-track tape system

SPECIFICATIONS:

ENGINE: 4-cyl. in-line, SOHC; 5-main bearings • DISPLACEMENT: 120.0 cu. in. • COMPRESSION RATIO: 8.5 to 1 • HORSEPOWER: 97 hp at 5500 rpm (SAE net) • TRANSMISSION: 4-speed synchromesh. (Optional 3-speed automatic) • SUSPENSION: Front: Independent with coil springs and wishbones. Rear: Asymmetrical, semi-elliptic leaf springs • CHASSIS/BODY: Unit construction • BRAKES: Power braking system with front discs and rear drums • TIRES: 6.45 x 13 whitewalls • WHEELBASE: 95.7 in., sedan and hardtop; 96.9 in., station wagon • CURB WEIGHT: 2315 lbs., sedan and hardtop; 2490 lbs., station wagon

Celica ST

See how much style
you can get away with.

Hard to believe it's an economy car when you're looking right at rally stripes and hood vents. Hard to believe when you get the great road feel of radial tires combined with MacPherson strut suspension.

The inside is no disappointment either. You get the rich walnut look on the instrument panel, console, steering wheel, shift knob.

There's a short-throw four-on-the-floor. A tachometer that red-lines at 6300 rpm. An electric rear window defogger. Even a push-button AM radio. All standard.

1968cc engine. Power front disc brakes. Electric clock. Variable ratio steering. More standards.

Something new too. Optional automatic transmission. In addition to air conditioning, stereo tape system and FM stereo cartridge with the tape system.

The Celica ST.

We won't pretend it's an out-and-out sports car. But the resemblance is amazing.

STANDARD EQUIPMENT:

1968cc SOHC engine • Console-mounted 4-on-the-floor all-synchromesh transmission • Tachometer • AM radio • Set of gauges • Reclining, adjustable front bucket seats • Power front disc, rear drum brakes • Radial tires • Hood vents • Racing stripes • Simulated woodgrain dash, shift knob and steering wheel • Fire-retardant interior trim • Tinted windows • Impact-absorbing front and rear bumpers • Side door reinforcements • Snap-out loop-pile nylon carpeting • Rear window defogger • Power-boosted flo-thru ventilation • Electric clock with sweep second hand • Resettable trip odometer • Locking glove box • Package tray • Lined trunk • Wheel covers • Seat pockets • Passenger assist grips • Cigarette lighter • Dual horns • Armrests, front and rear • Ashtrays, front and rear

OPTIONAL EQUIPMENT:

8-track stereo tape system • FM stereo cartridge (requires optional 8-track tape system) • Factory air conditioning

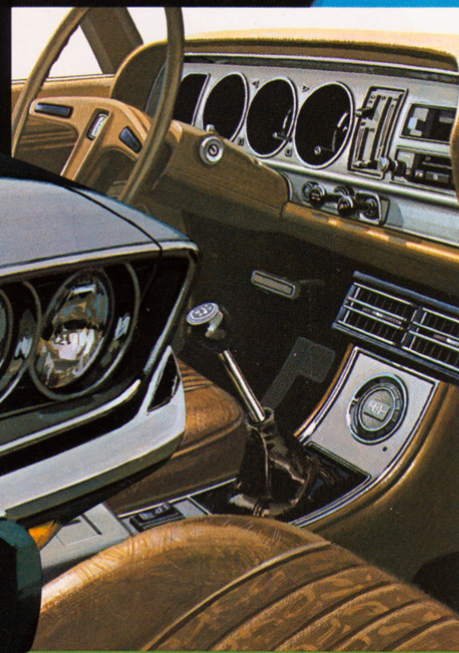
SPECIFICATIONS:

ENGINE: 4-cyl. in-line, SOHC; 5-main bearings • DISPLACEMENT: 1968cc • COMPRESSION RATIO: 8.5 to 1 • HORSEPOWER: 97 hp at 5500 rpm (SAE net) • TRANSMISSION: 4-speed synchromesh. (Optional 3-speed automatic) • SUSPENSION: Front: MacPherson struts, coil springs and anti-sway bar. Rear: 4-link with lateral rod, coil springs • CHASSIS/BODY: Unit construction • BRAKES: Power braking system with front discs and rear drums • TIRES: 165 SR x 13 radial • WHEELBASE: 95.5 in. • CURB WEIGHT: 2324 lbs.

ILLUSTRATION:

Automatic transmission, air conditioning optional





Mark II

See how much comfort,
how much class.

The new Mark II, at the top of the line, has six cylinders. The most powerful passenger car Toyota builds. It's also the longest, widest and heaviest. The finest interior too. Padded. Reclining bucket seats. Electric clock. Even a radio (hard-top only). Wall-to-wall nylon carpeting, tinted glass and a big, lined trunk. All standard. Optional power steering. You can get the Mark II in a convenient 4-door sedan. Also a 2-door hardtop and a wagon.

It's beautiful. And more than that, the Mark II is value.

STANDARD EQUIPMENT:

122 hp at 5200 rpm (SAE net) 6-cylinder engine • Console-mounted 4-on-the-floor all-synchromesh transmission • Power front disc, rear drum brakes • Impact-absorbing front and rear bumpers • Side door reinforcements • Radio (hard-top only) • Rear window defogger • Double stripe whitewall tires • Reclining, adjustable front bucket seats with adjustable head restraints • Snap-out loop-pile nylon carpeting • Fire-retardant interior trim • Power-boosted flo-thru ventilation • Steering column lock • Unit body construction • Lined trunk • Armrests, front and rear • Tinted windows • Locking glove box with light • Package tray • Wheel covers • Resettable trip odometer • Variable ratio steering • Cigarette lighter • Electric clock with sweep second hand • Inside hood release • Console storage compartment • Recessed type door locks • Passenger assist grips • Engine compartment light • Dual horns

OPTIONAL EQUIPMENT:

Automatic transmission • Power steering • Factory air conditioning • Radio with station search bar • 8-track stereo tape system • FM stereo cartridge (requires optional 8-track tape system)

SPECIFICATIONS:

ENGINE: 6-cyl. in-line, SOHC; 7-main bearings • DISPLACEMENT: 156.4 cu. in. • COMPRESSION RATIO: 8.5 to 1 • HORSEPOWER: 122 hp at 5200 rpm (SAE net) • TRANSMISSION: 4-speed synchromesh. (Optional 3-speed automatic) • SUSPENSION: Front: Wishbones, coil springs and anti-sway bar. Rear: 4-link with lateral rod, coil springs (wagon only—leaf springs) • CHASSIS/BODY: Unit construction • BRAKES: Power braking system with front discs and rear drums • TIRES: 6.45 x 14 double white stripes • WHEELBASE: 101.8 in. • CURB WEIGHT: 2730 lbs., hardtop and sedan; 2795 lbs., station wagon

ILLUSTRATION:

Air conditioning, AM/FM radio with station search bar optional

Half-Ton Pickup

See how much car a truck can be.

Don't let the word truck throw you. With a turning diameter of only 34.1 feet, the Half-Ton is no big deal to handle or park. It has the biggest engine of all the mini-pickups so you can have our optional air conditioning. And it's also the only half-ton available with automatic transmission and bucket seats as an optional combination. For a truck, that's a very nice car. Out back, it hauls a full thousand pounds and when it's not doing a lot of work, you can make a camper out of it and take it out to play. For all its utility and comfort, the Half-Ton comes to you economy priced.

Like all Toyotas.

STANDARD EQUIPMENT:

Full 1000-pound load capacity • 1968cc SOHC engine (largest engine of the mini-pickups) • 4-speed all-synchromesh transmission • 6-foot long bed • Tie hooks • Power-boosted flo-thru ventilation • Rugged front and rear suspension • 6-ply rated rear tires • Dual armrests • Dual padded sun visors • Headlining • Spare tire mounted underneath that lowers by hand crank • Mud flaps • White sidewall tires • Passenger assist grip • Cigarette lighter

OPTIONAL EQUIPMENT:

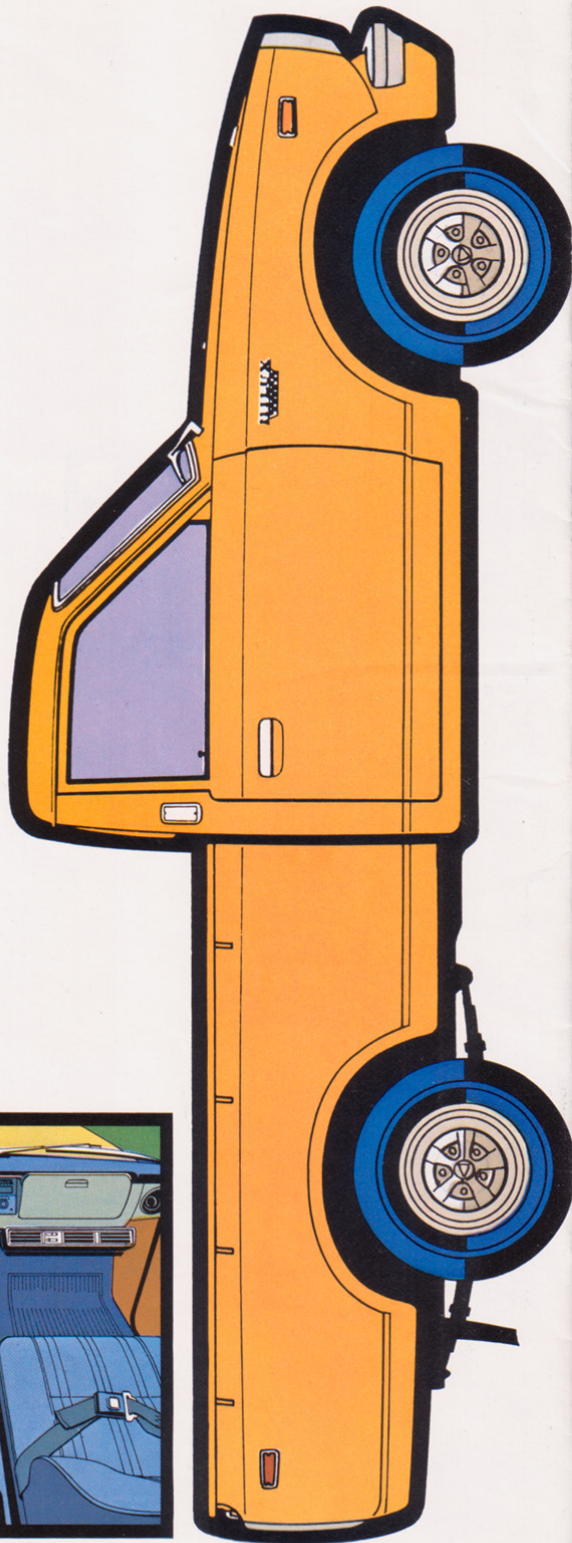
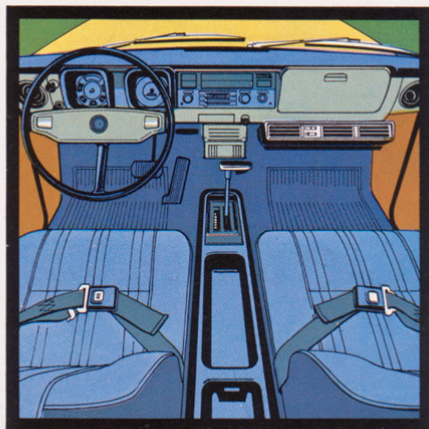
Automatic transmission/bucket seats • AM radio • 8-track stereo tape deck

SPECIFICATIONS:

ENGINE: 4-cyl. in-line, SOHC; 5-main bearings • DISPLACEMENT: 120.0 cu. in. • COMPRESSION RATIO: 8.5 to 1 • HORSEPOWER: 97 hp at 5500 rpm (SAE net) • TRANSMISSION: 4-speed synchromesh. (Optional 3-speed automatic) • SUSPENSION: Front: Wishbones, coil springs and anti-sway bar. Rear: Semi-elliptic leaf springs • CHASSIS/BODY: Frame construction • BRAKES: Drums, 4-wheel power assisted hydraulic • TIRES: 7.00 x 14 tube type • WHEELBASE: 101.7 in. • CURB WEIGHT: 2480 lbs.

ILLUSTRATION:

Automatic transmission and console, air conditioning, bucket seats



Land Cruiser

See how much you can rough it in comfort.

The famous Toyota Land Cruiser. As rugged as a rhino. But with a soft spot for you. Front bucket seats and two rear bench seats in the hardtop or vinyltop. Separate front and rear heaters in the hardtop and station wagon (not vinyltop).

The brawny straight-six engine gives you plenty of power for climbing. Shifts into 4-wheel-drive without stopping. The Land Cruiser is a strong 4-wheel-drive off-the-road vehicle built of heavy gauge steel—including the bumper that's really a bumper.

When you get the call of the wild, this is the one that can tame the terrain.

STANDARD EQUIPMENT:

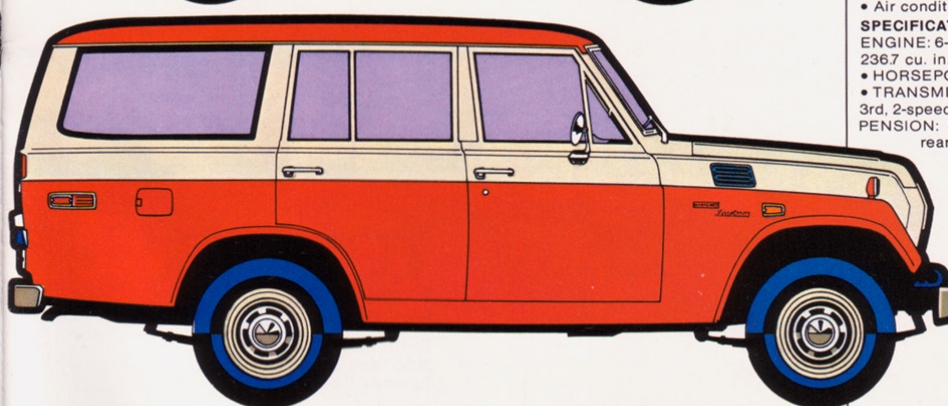
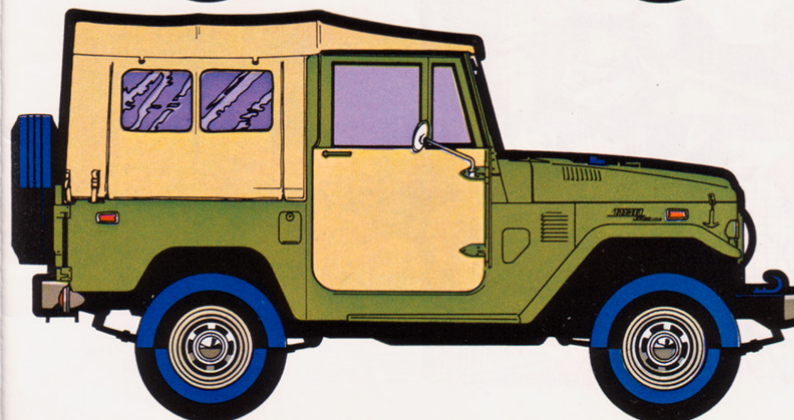
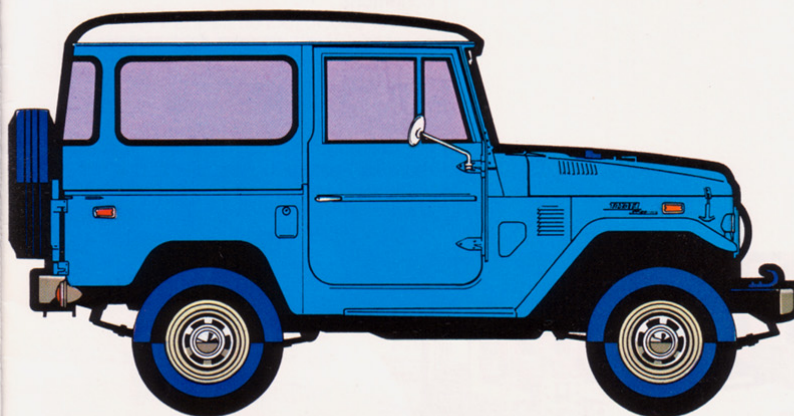
OHV, 6-in-line, 2367 cubic inch engine • 138 hp at 4000 rpm (SAE net) engine • Power brakes • Telescoping front and rear shock absorbers • Skid plates protect oil pan, transfer case and other vital parts • Nuts on critical suspension parts secured by cotter pins • Floor-mounted gear shift • Single lever, 2-speed transfer case. Shifts into 4-wheel-drive high gear without stopping • Instrumentation includes ammeter, speedometer and gauges for fuel, oil pressure and temperature • Fuel tank with 18.5 gallon capacity (23.8 gallon on station wagon) • Steering stabilizer • Front bumper accommodates 8000-lb. rated capacity winch • Front towhooks • 7.60 x 15, 4-ply rated tube type tires • High wheelwells • Rear seats on hardtop and vinyltop fold up for added space • Road clearance: 7.9 inches (hardtop and vinyltop), 8.3 inches (station wagon) • Tool kit with axle type screw jack and grease gun, emergency light and extension cord • Spare tire mounted conveniently on rear (hardtop and vinyltop only) • Bucket seats (hardtop and vinyltop only) • Seat belts with retractors (front only, hardtop and vinyltop)

OPTIONAL EQUIPMENT:

Power take-off • 8000-pound rated electric winch • Free wheel front hubs • Wheel covers with hub holes • 8-track stereo tape system • AM radio • Air conditioning (station wagon)

SPECIFICATIONS:

ENGINE: 6-cyl. in-line, OHV • DISPLACEMENT: 2367 cu. in. • COMPRESSION RATIO: 7.8 to 1 • HORSEPOWER: 138 hp at 4000 rpm (SAE net) • TRANSMISSION: 3-speed, synchromesh 2nd/3rd, 2-speed transfer case, 4-wheel-drive • SUSPENSION: Semi-elliptic leaf springs front and rear • CHASSIS/BODY: Frame construction • BRAKES: Drums, 4-wheel power assisted hydraulic • TIRES: 7.60 x 15 • WHEELBASE: 90.0 in., hardtop and vinyltop; 106.3 in., station wagon • CURB WEIGHT: 3470 lbs., vinyltop; 3600 lbs., hardtop; 4020 lbs., station wagon



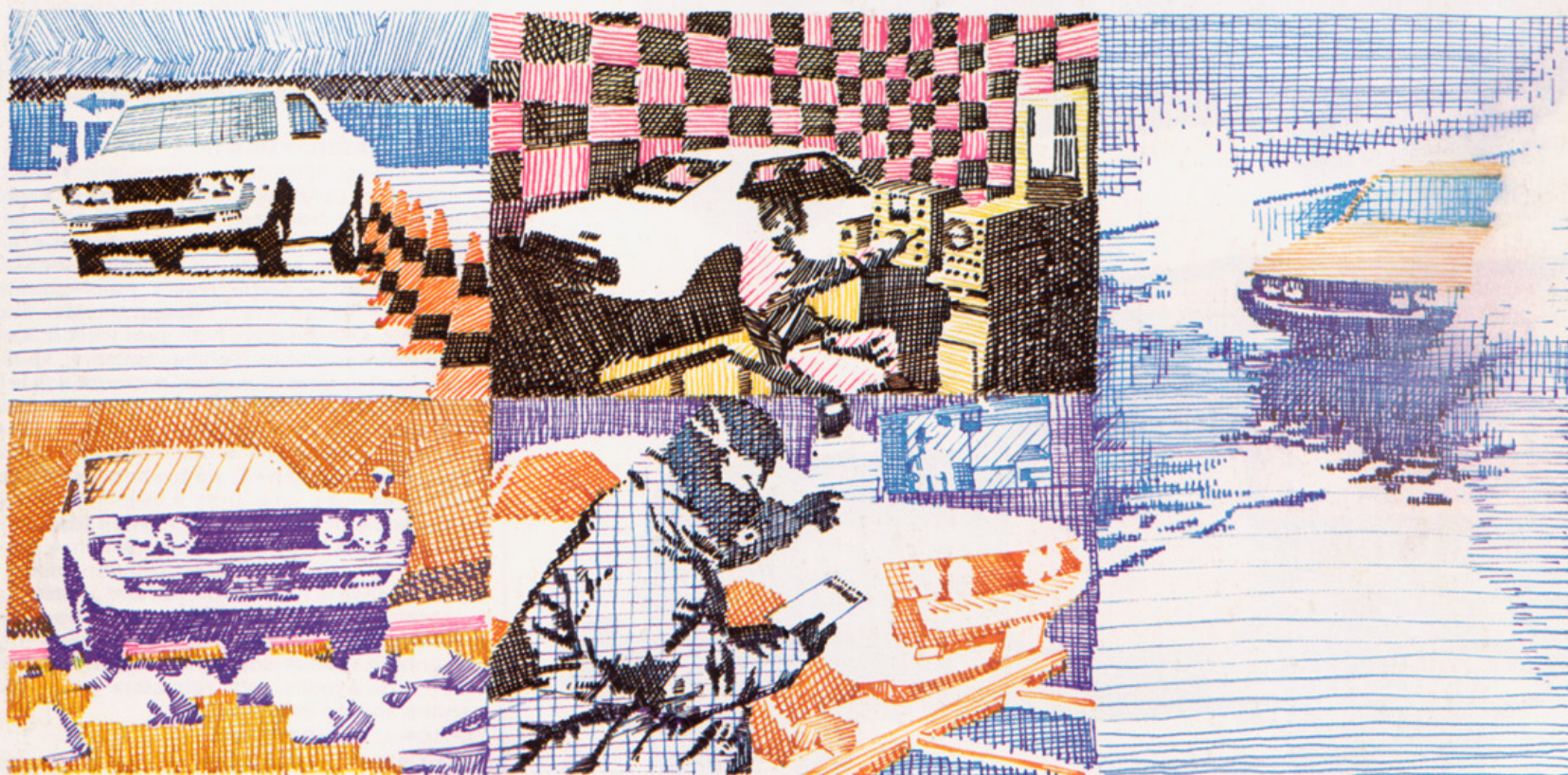
Every Toyota's strong point is value. And it's built in at the very beginning.

Every Toyota prototype is frozen, drenched, crash-tested, buffeted in wind tunnels and road tested under almost every conceivable driving condition. Then put through design, safety and mechanical tests. So there's no question. You're getting a quality car that's had a lot of attention from a lot of people.

That's why we offer one of the longest maintenance intervals in the industry: six months or 6000 miles under normal conditions.

Over 900 Toyota dealers are located coast-to-coast with parts departments for fast, dependable service. Ten regional service schools are available for the training of their service people.

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



TOYOTA

See how much car your
money can buy.

Toyota Motor Sales, U.S.A., Inc.
2055 West 190th Street
Torrance, California 90504