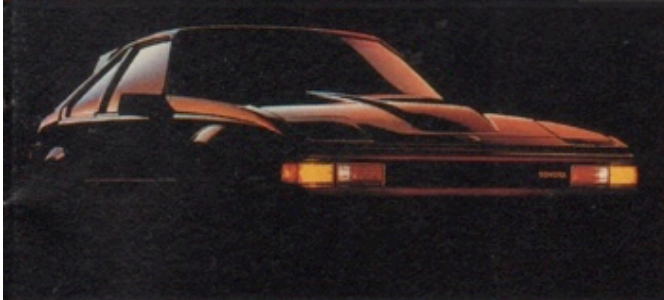




1984 CARS & TRUCKS

BY TOYOTA

TOYOTA FOR 1984: A PERFECT CHOICE

Toyota offers you more models than ever before. Because we put more of what you want into every car and truck, the 1984 Toyotas are a perfect balance of the features that add up to complete owner satisfaction.

We begin with quality: Every Toyota is built to last. We also build in good looks, performance and comfort. And we incorporate engineering ideas that result in lower maintenance, including 10,000-mile oil change intervals[†], the longest in the industry.

Toyotas are complete. The features you want are standard—at an affordable sticker price. When you choose a Toyota, you'll be assured of efficient design, advanced technology, quality materials and expert craftsmanship.

Whatever your driving needs—sedan, wagon, versatile liftback, high-perform-

ance road car, rugged truck, off-road vehicle, or unique Van—you'll find the perfect choice in the exciting 1984 Toyota cars and trucks.

TOYOTA VAN. Unique in the automotive world. Combines the best features of a car, a van and a wagon, with excellent fuel economy* and affordability.

COROLLA. All new this year. One of the world's best-selling car lines, Corolla economy is now available in roomy front-wheel drive Sedans and Liftbacks, and fun-to-drive Sport Liftback and Sport Coupe models.

TERCEL. Dependable front-wheel drive Liftbacks, a new front-wheel drive Wagon, and on-command 4-wheel drive Wagons combine high mileage and low price** with roominess, comfort and lively performance.

CELICA. The sporty pace-setter, with more aerodynamic styling, exciting performance and unexpected affordability. Available in Liftbacks and Sport Coupes.

CAMRY. Toyota's roomiest Sedan. The new family Camry has incredible interior room and comfort for five adults, outstanding

performance and exceptional gas mileage. Also in Liftback models.

SUPRA. The ultimate performance Toyota—an exhilarating road machine with even more power for 1984. Choose Supra or luxurious Supra L-Type.

CRESSIDA. A balance of luxury features and responsive performance places Cressida in a league with the finest European grand touring sedans. Also available in Wagon model.

TRUCK. An all-new generation of rugged trucks built to work hard and play hard. Choose from sixteen models and two Cab/Chassis units—all roomier than ever—including Xtracabs and models with Electronic Fuel Injection.

LAND CRUISER. The 4-wheel drive Wagon with world-renowned reliability. A legendary name in off-road adventure.

[†]Except diesel models.

*See EPA mileage statement on inside back cover.

**Based on manufacturer's suggested retail price. Actual retail price may vary.

1984

The sleek wind tunnel design of the Toyota Van helps achieve quiet, fuel-efficient motoring and easy maneuverability.



TOYOTA VAN LE



LE INSTRUMENT PANEL



TOYOTA VAN DELUXE



TOYOTA VAN LE

Toyota Van's fully carpeted interior seats seven passengers, or you can easily remove the rear seats and carry up to 1500 lbs.**

TOYOTA VANS

The LE model is equipped with everything from complete instrumentation and power features to eye-catching exterior trim.

The first modern-age garageable van, the 7-passenger Toyota Van combines the drivability, ride and fuel economy* of a passenger car, the roominess of a van, and the versatility of a station wagon.

A specially designed 2.0 liter engine with Electronic Fuel Injection (EFI) delivers brisk acceleration. Innovative design provides excellent steering response and handling, with the turning circle of a small car. The Van LE even offers such

unique options as an ice maker and dual sunroofs. Truly, it's a Wonderwagon!

*See EPA mileage statement on inside back cover.

**Including occupants, equipment and cargo.

Shown with optional equipment. See your Toyota dealer for details.

The SR5 Sport Coupe combines the dramatic new look of the Corolla Liftback with the practicality of a trunk.



SR5 SPORT COUPE



SR5 SPORT LIFTBACK

The SR5 Sport Liftback is an exceptional combination of sleek styling, sporty-car appointments and fun-to-drive performance—all at an affordable Corolla price.



SR5 SPORT PACKAGE

A Sport Package with contoured front seats and comfortable wraparound rear seats is available for Corolla Sport models.



4-DOOR DELUXE SEDAN
AND 5-DOOR DELUXE LIFTBACK

The all-new front-wheel drive Corolla 4-Door Sedans and 5-Door Liftbacks—including new Diesel** models—feature traditional Toyota dependability and value in a roomy, family-size package.



4-DOOR LE SEDAN



5-DOOR DELUXE LIFTBACK



4-DOOR LE SEDAN INTERIOR

Roominess, comfort and convenience are all given special attention in the Corolla 4-Door Sedans and 5-Door Liftbacks.

Corolla

It takes guts to redesign one of the world's most popular cars. But Toyota did it with one bold, dramatic step: introducing the exciting, all-new Corollas!

The 1984 Corollas answer the world's driving needs better than ever. Here's a no-compromise, advanced design that provides comfort and convenience unmatched in the economy car

class—all without sacrificing Corolla's well-earned reputation for affordability, low operating cost and reliability. For family-size roominess, comfort and practicality, there are front-wheel drive 4-Door Sedans and 5-Door Liftbacks—as smart for the

road as they are for your budget. Or choose the sleek, aerodynamic SR5 Sport Liftback or Coupe, each a unique combination of fun-to-drive sporty-car excitement, balanced handling and affordability. Depending on the model,

there's a reliable 1.6 liter SOHC gasoline engine or responsive 1.8 liter diesel engine, both designed for durability and high MPG* in the Corolla tradition. The value-packed Corollas. Reborn for 1984 with even

more of what it takes to answer today's driving needs.

*See EPA mileage statement on inside back cover.
**4-Door Deluxe Diesel Sedan not available in California.
Shown with optional equipment. See your Toyota dealer for details.

The front-wheel drive Tercel Liftbacks—3-Door and 5-Door models—combine good looks, roomy interiors and great gas mileage.



5-DOOR DELUXE AND 3-DOOR LIFTBACKS



SR5 INTERIOR

Tercel's spacious interior is the roomiest of any subcompact,* with ample comfort for five people.



3-DOOR SR5 LIFTBACK



5-DOOR DELUXE LIFTBACK



5-DOOR DELUXE WAGON

The newest Tercel, the FWD 5-Door Deluxe Wagon, features easy-opening rear hatch and up to 63.8 cu. ft. of cargo space.



4WD SR5 WAGON INTERIOR



4WD SR5 WAGON

Thanks to innovative design, Tercel Wagons offer exceptional passenger and cargo room. They also feature a wide stance for stability and superb handling.



4WD SR5 WAGON

Tercel 4WD Wagons have full-time front-wheel drive with on-command 4-wheel drive traction at the flick of a lever, plus the highest MPG rating of any 4-wheel drive wagon in the U.S.

Tercel

Tercel sets the standard for economy cars, proving through its sensible design and innovative engineering that low price and high mileage* can go hand-in-

hand with room, comfort, convenience and solid dependability. Not only is the 1984 Tercel the lowest-priced** of all Toyotas, it also delivers outstanding gas mileage and has the roomi-

est interior of any subcompact, with ample comfort for five people.

A remarkably engineered 1.5 liter SOHC engine is designed to perform year after year. Equipped with an efficient 5-speed overdrive transmission, the all-weather

traction of front-wheel drive, a wide stance for stability, and a surprisingly long list of standard features, Tercel takes on the rigors of the road.

Choose from four Tercel Liftbacks. Or, there's a new front-wheel drive Deluxe Wagon with a 5-speed over-

drive transmission or an optional 3-speed automatic overdrive. Tercel also offers two unique Wagons with on-command 4-wheel drive.

The 1984 Tercel. It sets a new standard in the world of economical driving.

*See EPA mileage statement on inside back cover.

**Based on manufacturer's suggested retail price. Actual retail price may vary.

†Subcompact car class as defined by EPA. Shown with optional equipment. See your Toyota dealer for details.

For 1984, the Celica feeling is better than ever, with five exciting models in both Liftback and Sport Coupe styling.



GT AND ST SPORT COUPES

Aerodynamic styling gives Celica a coefficient of drag of only .34. Wind-cheating refinements include fully concealed headlights, front air dam and rear deck spoiler.



GT-S LIFTBACK



GT LIFTBACK



GT-S INTERIOR

The Celica GT-S cockpit is designed for comfort and control, with full instrumentation, 8-way adjustable driver's Sport Seat, and 5-speaker stereo system.

Celica

For 1984, Celica combines striking styling, electronically fuel-injected performance and responsive handling. Once again, Celica sets the pace for sleek, solid value.

Every aspect of the new Celica is fine-tuned for pulse-quickenning performance and a sports car environment. At your command is the power of an electronically fuel-injected 2.4 liter SOHC engine coupled with a close-ratio 5-speed over-

drive transmission. Inside and out, you'll discover standard features that add up to comfort, convenience and traditional Celica value.

Shown with optional equipment. See your Toyota dealer for details.

Contemporary styling, advanced front-wheel drive design and spacious interior room are the hallmarks of the 1984 Camry Sedans and Liftbacks.



5-DOOR LE LIFTBACK

Camrys feature room and comfort throughout. Standard on LE models is an Electronically Controlled 4-speed automatic overdrive transmission with lock-up torque converter.



LE SEDAN INTERIOR



4-DOOR LE SEDAN



4-DOOR LE SEDAN

Designed for maximum room and driving comfort, Camry provides comfortable seating for five, and a wide, deep trunk.

CAMRY

Through advanced, innovative design and engineering, the 1984 Camry achieves maximum interior roominess for five adults. Yet it delivers better gas mileage* than many smaller economy cars.

Camry also provides ex-

ceptional roadworthiness and the outstanding performance of an electronically fuel-injected 2.0 liter SOHC engine.

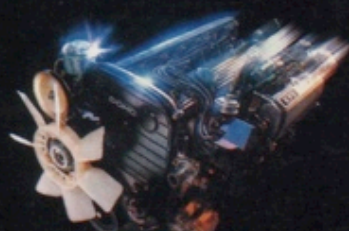
Camry Liftback or Sedan is available in LE or Deluxe models and—new this year—a super-efficient, turbo-

charged Deluxe Diesel Sedan.** In fact, whatever your driving pleasure, the family Camry's got it.

*See EPA mileage statement on inside back cover.

**Not available in California. Shown with optional equipment. See your Toyota dealer for details.

Supra's Twin Cam engine is coupled with 5-speed overdrive or Electronically Controlled 4-speed automatic overdrive transmission.



2.8 LITER TWIN
CAM EFI ENGINE



SUPRA L-TYPE

For superb roadability, Supra features variable assist power rack-and-pinion steering, 4-wheel independent suspension, and more.



SUPRA



SUPRA COCKPIT

From its 8-way adjustable driver's Sport Seat to full instrumentation, Supra is designed for optimum driver control.



SUPRA

Supra

Enter the world of high performance: Celica Supra for 1984.

It's the thrill of a race-bred 2.8 liter 6-cylinder electronically fuel-injected Twin Cam engine that surges with more power than ever be-

fore. It's the satisfaction of handling and roadability found in few automobiles on the road today. It's the successful interfacing of man and machine—the reward of abundant comforts and impeccable interior refinements, all standard.

Whether you choose the Supra or luxurious Supra L-Type, you'll enter the world of high-performance driving with all the right stuff.

Shown with optional equipment. See your Toyota dealer for details.

The Cressida Wagon combines the impressive performance and luxury of the Sedan with the practicality and versatility of a station wagon.



4-DOOR LUXURY SEDAN



5-DOOR LUXURY WAGON



4-DOOR LUXURY SEDAN



LUXURY SEDAN LEATHER INTERIOR

A classically proportioned silhouette, sculptured lines and distinctive trim proclaim Cressida's elegance.

Luxury surrounds you in the 1984 Cressida. Should you wish, you can choose such options as full-grain leather upholstery or Electronic Display Instrument Panel with Trip Computer.

CRESSIDA

The 1984 Cressida is a beautiful blend of luxury and high performance in an elegant grand touring car.

A powerful 2.8 liter 6-cylinder electronically fuel-injected Twin Cam engine is teamed with Toyota's Elec-

tronically Controlled 4-speed automatic overdrive transmission. This innovative "thinking" transmission features lock-up torque converter and shift pattern selector.

Both Sedan and Wagon are rich in standard features that range from plush surround-

ings to conveniences like power steering, Cruise Control, power windows and door locks, and automatic temperature control air conditioning.

Shown with optional equipment. See your Toyota dealer for details.



LONG BED DELUXE AND XTRACAB DELUXE



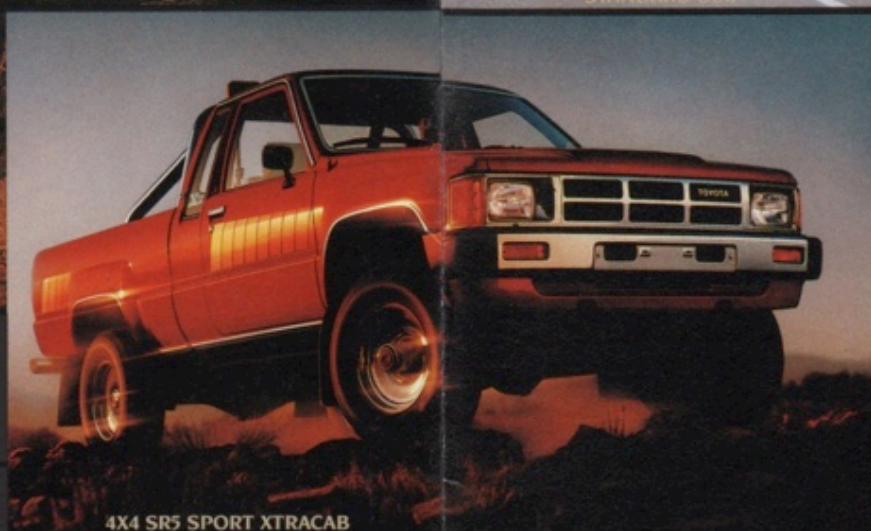
STANDARD BED

Equipped with a lengthy list of quality features, the Standard Bed is a workhorse—and the most affordable Toyota Truck.



SR5 SPORT XTRACAB

New Xtracab models—in 2WD and 4WD—give you an amazing amount of space behind the seats without sacrificing cargo bed length.



4X4 SR5 SPORT XTRACAB



4X4 SR5 SPORT LONG BED AND LAND CRUISER WAGON



SR5 SPORT XTRACAB INTERIOR

You're in for the most comfortable trucking on the road with the new Xtracab interior, shown here with optional SR5 Sport Package.



SR5 SPORT LONG BED

Dress up your SR5 Sport Truck with optional Chrome Package or Alloy Wheel Package.

There's no better way to take on tough jobs or tough terrain than by teaming up with a 4x4 Toyota Truck or Land Cruiser Wagon.

TRUCKS

Toyota, builder of one of the best-selling truck lines in the world, brings you the next generation of trucks—all with bold new styling, engineering breakthroughs

and traditional Toyota tough-truck quality. They're the most advanced small trucks on the road today!

Toyota Trucks give you the industry's most modern gas and diesel-fueled power-

plants—including dependable 24 liter engines with EFI that provide more horsepower than any Toyota Truck ever. A wide choice of transmissions includes Toyota's innovative, optional 4-speed automatic overdrive.

Uniquely styled cabs are the largest Toyota cabs ever. New Xtracabs give you real stretch-out leg room, plus generous storage space behind the seats.

You'll also find such quality features as a new full-box frame and, on most models,

double-wall beds and Soft-Ride rear suspension.

For 1984 choose from 16 models: sporty SR5s, hard-working Long Beds and Standard Beds, or 4x4s fully equipped for off-roading. For off-roading with 5-pas-

senger capacity, there's the legendary 4-wheel drive Land Cruiser Wagon.

Shown with optional equipment. See your Toyota dealer for details.

The 3/4 Ton is one tough truck, equipped with heavy-duty suspension, rear brake load-sensing proportioning valve, and double-wall cargo bed with heavy-gauge steel floor.

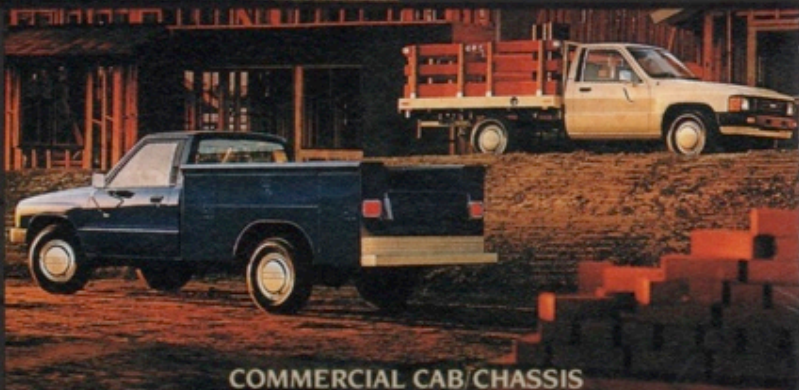


3/4 TON TRUCK



LONG BED DIESEL DELUXE

The new, more powerful Toyota Diesel engine—now available in 4WD*—is a quality-built powerplant that's diesel through and through—not an adapted gasoline engine.



COMMERCIAL CAB/CHASSIS

Cab/Chassis models are built with heavy-duty suspension and special design features to handle a wide variety of special bodies.

TRUCKS

For your extra-tough truck needs, there's a Toyota to fill the bill. If diesel's your kind of power, Toyota Trucks with powerful 2.4 liter true-diesel engines are available in both 4x2 and 4x4 models.

The new Commercial and Camper Cab/Chassis are ready with everything it takes to take on any special-purpose body—from stake bed to a home away from home. And there's no job too tough for Toyota's number one payloader, the 3/4 Ton

Truck—specially equipped for an 1800 lb. payload.†

Whatever you need a truck to do, there's a Toyota Truck to do it right.

†Including occupants, equipment and cargo.

*Not available in California. Shown with optional equipment. See your Toyota dealer for details.

BUCKLE UP...IT'S A GOOD FEELING!

Toyota urges you to use your seat belts every time you drive. Safety experts say, "Buckle up!" Here are a few good reasons why:

- A properly adjusted seat belt can help the driver maintain better control of the vehicle.
- Generally, the safest place in a collision is inside your vehicle. Seat belts can help keep you there.
- Small children can be injured during quick turns or sudden stops; they should be provided with a carefully selected child restraint system dynamically tested to meet federal standards.

Toyota seat belts are not only designed to meet or exceed all government requirements for effectiveness, but they are also engineered for simple operation and for maximum comfort.

Toyota cars and trucks are equipped with various types of lap and shoulder belt systems, including front seat belts with *Emergency Locking Retractors* and/or *Seat Belt Tensioners*, and rear seat systems with *Automatic Locking Retractors*. An industry "first," the innovative motorized *Automatic Shoulder Belt System*, is found in Toyota Cressidas. Of course, all Toyota vehicles are designed to accept



child restraint systems. It is recommended that these systems be installed in the rear seat. Follow manufacturer's recommendation for installation.

Familiarize yourself with the operation of your Toyota's seat belts, and remember: buckle up...it's a good feeling.

QUALITY CARS, PARTS & SERVICE

Toyotas are designed and built for customer satisfaction. That's why, in an independent owner survey[†] covering 25 major import and domestic one-year-old cars sold in America, Toyota owners reported less service and repairs needed, giving a higher level of satisfaction than any make except Mercedes-Benz.

Every new Toyota is tested and inspected inside and out at every stage of manufacture, and is covered by Toyota's 2-year/24,000-mile limited powertrain warranty.^{††}

Toyota dealer parts and service reflect the same quality and dependability you'll find in the 1984 Toyotas. A computerized parts inventory control system helps assure availability of Genuine Toyota and Toyota-approved Parts at nearly 1,100 dealers nationwide. Additionally, Toyota-trained service technicians use the latest equipment to care for your Toyota. That's why Toyota owners reported the lowest incidence of repairs and the best parts availability of any import or domestic make.[‡]

You can count on Toyota dealers to help you keep that Toyota feeling.

[†]Source: J.D. Power & Associates Customer Satisfaction Survey, 1983.

^{††}See your Toyota dealer for details.

^{*}EPA STATEMENT: Consult your Toyota dealer for EPA mileage figures.

^{*}Remember: Compare the mileage estimate to the EPA "Estimated MPG" of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the "Highway Estimate."

Specifications and equipment based on available information at time of printing and subject to change without notice. Some cover vehicles and others shown with optional equipment. For information on additional options and accessories, contact your Toyota dealer. See 1984 Toyota Accessories brochure for additional Toyota-approved accessories.



OH
WHAT
A
FEELING
TOYOTA

1984
**CARS &
TRUCKS**

BY TOYOTA