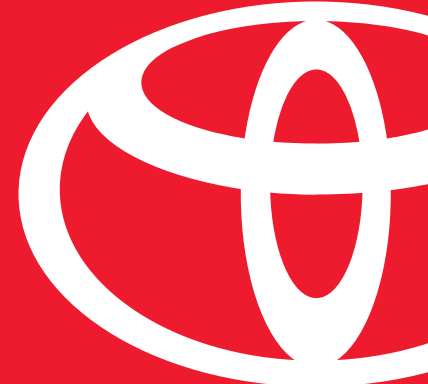
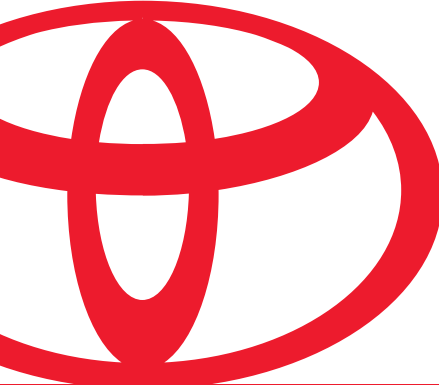


TOYOTA
the feeling never ends



2004 Corolla



TOYOTA
the feeling never ends

What if you could build a feeling?
You know, like a standard feature on a vehicle.
Power steering.
ABS brakes.
Love.
And not just build it once, but mass produce it.
So this feeling could live inside every car and truck that was built.
Anyone could have it.
You could have it.

And every time you got inside your car,
bracing your hands around the steering wheel,
your mouth curled up.
Your eyes widened.
Your heart skipped a beat.
You felt alive.

That's the Toyota feeling.
Along with the quality, durability and reliability you've come to expect.
Because feeling alive isn't just about love.
It's about having the freedom to go anywhere and do anything,
knowing that you're driving a vehicle you can trust.

So step inside and find your feeling.
We've built it into our entire line of cars and trucks.
But be forewarned.
The feeling of driving a Toyota stays with you long after you step out of the driver's seat.
The feeling never ends.

2004 Corolla

If everyone is different, how do you find one car that everybody desires?
Easy.
Show them Corolla.
With its distinct lines, snazzy interior and oodles of features, it's easy to see why the greater masses marvel at the 2004 Corolla.
From the value investor (Corolla CE) to the sport-minded (Corolla Sport) all the way up to the luxury-inclined (Corolla LE), it's got everything you want.
Not to mention everything everyone else wants as well.



From left: Corolla LE in Mineral Green Opal, Corolla Sport in Titanium Metallic and Corolla CE in Black Sand Pearl.

Corolla Sport shown
in Titanium Metallic

Page 4





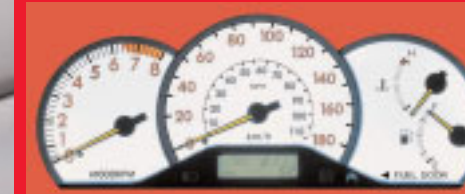
Above: The Corolla Sport comes complete with a sporty spoiler.
Above right, from top: The Corolla Sport in an exuberant mood.



The sporty Corolla.



On the racier side of the yellow lines is the Corolla Sport. Sleek and stylish, yet with a generous dose of mischief. Check out that spoiler. This is one vehicle you'll like driving as much as you do



looking at it. The Corolla Sport offers 130 horses, ready and waiting to take you where the good times

are. The engine features Variable Valve Timing with intelligence (VVT-i), so you can take off. In style. The eye-catching instrument panel with its special gauge cluster, chrome accents, leather-wrapped steering wheel and an AM/FM ETR/CD with 6-speakers have sporty written all over them.

Above: The eye-catching sporty interior of the Corolla Sport with its leather-wrapped steering wheel, shown with optional equipment.
Above inset at right: The stylish Corolla Sport silhouette dash instruments.



A subtly upscale feel.



Corolla LE just may be the ultimate blend of style and substance. Don't be surprised if your neighbours think you got a raise. You always knew the Corolla LE was a smart buy, but now it's loaded with a whole lot of features you wouldn't expect from a car in this class. The Corolla LE makes even waiting for a red light to turn green entertaining. It offers more inside than you might think. The spacious cabin comes complete with a CD player, woodgrain-style accents and air conditioning with a clean air filter, to name but a few. A leather interior and moonroof are available.

Above: The comfortable and richly appointed Corolla LE interior shown with optional equipment.
Facing page: Corolla LE shown in Black Sand Pearl.



Always a smart choice.

A great way to start building upon your dreams. The Corolla CE has plenty of room for five adults – more than sufficient power in the 1.8 Litre, DOHC, 16-valve, 4-cylinder, VVT-i engine to accelerate onto the highway or motor up a mountain grade. The standard 5-speed manual overdrive transmission is smooth and positive. The rear stabilizer bar enhances the excellent road feel of the MacPherson strut suspension, and the rack and pinion steering is concise and direct. It's a smooth, quiet ride on the road to your future.

The 2004 Corolla CE – really great value.

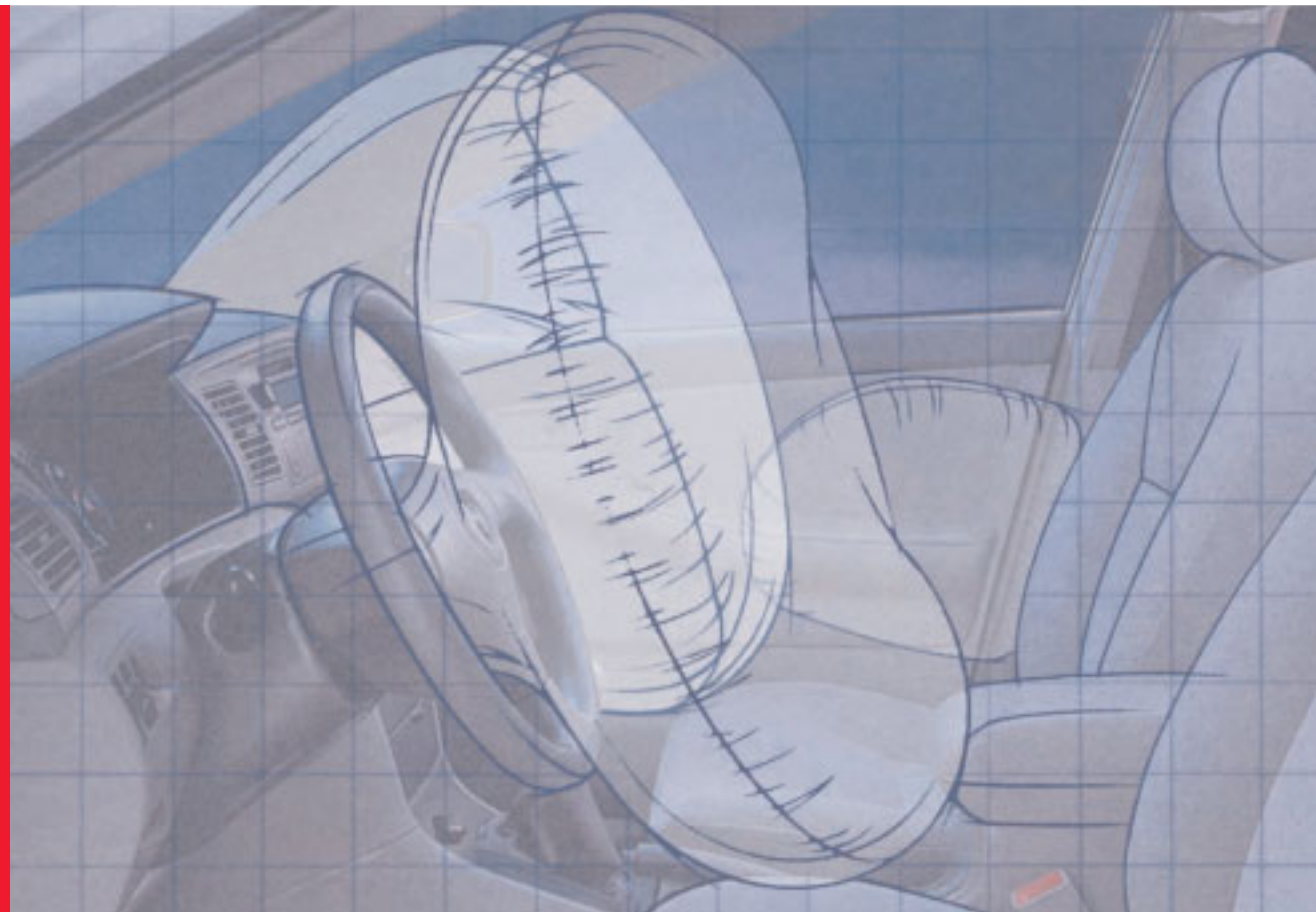


Looking good. Being safe. It's not an either/or.

The 2004 Corolla offers both. Even to the spirited Corolla, some things are entirely serious. Just beneath its playful personality you'll find a wealth of safety features with serious intent. For instance, Corolla has multi-stage driver and front passenger airbags that deploy to various levels based on the severity of the impact. The 2004 Corolla is driven by Toyota's

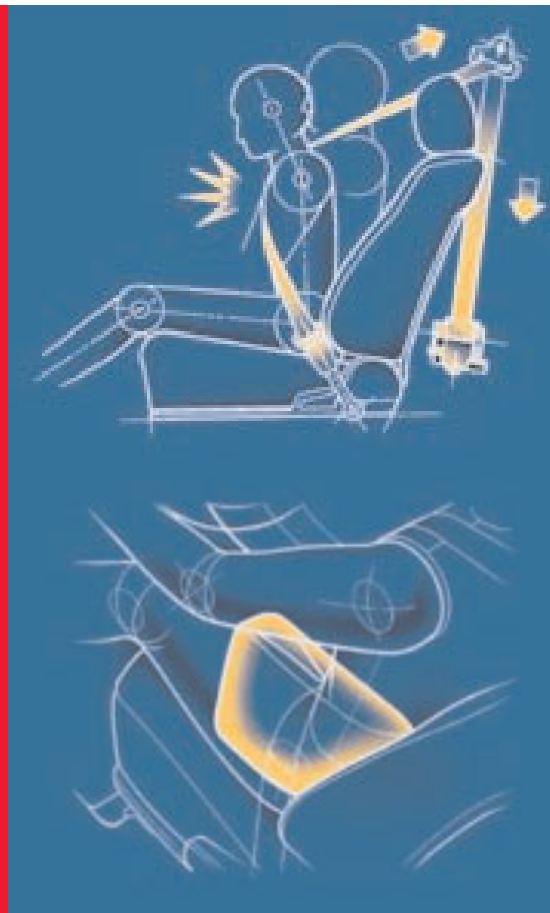
powerful VVT-i (Variable Valve Timing with intelligence) engine which optimizes engine efficiency by constantly retarding or advancing intake valve timing depending on conditions and engine speeds - resulting in exceptional low-end torque to get you off the line,

mid-range punch for passing situations and clean-burning efficiency throughout the rev range. And for sure stopping power, Corolla LE also has 4-wheel ABS (Antilock Braking System) with EBD (Electronic Brake-force Distribution) - now optional on Corolla Sport. And that's just for starters. So rest assured. Because Corolla is all about putting a smile on your face... and keeping it there. Safety and fun coexisting harmoniously. *It's a beautiful thing.*



COROLLA SAFETY FEATURES:

- Front & rear energy absorbing crumple zones.
- Side-impact door beams.
- Trunk entrapment release.
- Hood hold-down hooks.
- Door ajar, low fuel & headlamp on warnings.
- ABS (Antilock Braking System) on the LE (optional on Corolla Sport).
- Driver & front passenger airbag Supplemental Restraint System (SRS).
- Energy absorbing steering column.
- 3-point front seatbelts with adjustable seatbelt anchors, driver's Emergency Locking Retractor (ELR) & passenger side Automatic/Emergency Locking Retractor (ALR/ELR).
- Front seatbelt pre-tensioners with force limiters.
- 3-point rear seatbelts in all positions with Automatic/Emergency Locking Retractor (ALR/ELR).
- Energy absorbing upper interior trim.
- Adjustable front & rear headrests.
- Child protector rear door locks.



Corolla customization.

We're just as proud of your new Toyota Corolla as you are. That's why every Toyota Dealership is committed to making sure your feeling never ends. So you can rest assured knowing that we're ready to answer questions, help select Genuine Toyota Parts & Accessories, and keep your Corolla in top shape. To find the Toyota Dealer nearest you, go to www.toyota.ca or call 1-888-TOYOTA-8.

Enhance the look and functionality of your new Corolla by choosing from the following list of Accessories:

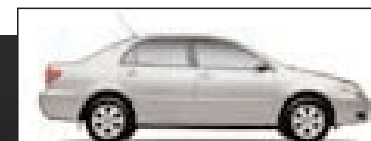
- All-season floor mats • Block heater • Body kit
- "Borla" Stainless steel exhaust system • Cargo liner • Cargo net
- Cruise control • Dash accent kit – wood or aluminum • Front end mask
- Hood deflector • Licence plate cover • Rear bumper protector
- Rear spoiler • Security system • Side window visors • Subwoofer
- Towing hitch with bike & ski adaptors • Wheel locks



Corolla colours:



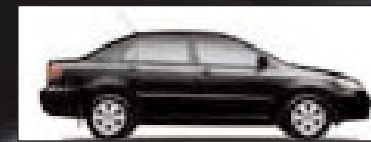
040
Alpine White
Bone^{1/3} & Dark Grey⁴ Interior



1C8
Titanium Metallic
Stone², Bone³
& Dark Grey⁴ Interior



1E6
Moonshadow Metallic
Stone², Bone³
& Dark Grey⁴ Interior



209
Black Sand Pearl
Stone², Bone³
& Dark Grey⁴ Interior



3P1
Impulse Red
Stone², Bone³
& Dark Grey⁴ Interior



4Q2
Frosted Mink Pearl
Bone^{1/3} Interior



6R6
Mineral Green Opal
Bone^{1/3} & Dark Grey⁴ Interior



8P4
Indigo Ink
Bone^{1/3} & Dark Grey⁴ Interior

¹Bone Cloth Fabric on CE & LE. ²Stone Cloth Fabric on CE & LE.
³Bone Leather Trim optional on LE. ⁴Dark Grey Cloth Fabric on Corolla Sport.

2004 Corolla Features and Specifications[☆]

COROLLA	CE	SPORT	LE
INTERIOR:			
• Audio: AM/FM Stereo Compact Disc, 4-Speakers, Roof Mounted Antenna	•		
• Audio: AM/FM Stereo Compact Disc, 6-Speakers, Roof Mounted Antenna		•	•
• Climate Control: Rear Seat Heater Ducts	•	•	•
• Climate Control: Air Conditioning, Deodorizing Dust & Pollen Air Filter		•	•
• Front Seat Type: Bucket Seats	•	•	•
• Driver Seat Adjustments: Recline, Headrest-Vertical	•		
• Driver Seat Adjustments: Recline, Vertical, Headrest-Vertical		•	•
• Passenger Seat Adjustments: Recline, Headrest-Vertical	•	•	•
• Rear Seat Adjustments: Fold-Down Rear Seat (60/40), Headrest-Vertical	•	•	•
• Seats: Fabric Seat Material	•	•	•
• Power Windows w/Driver Side Auto Down			•
• Instrumentation: Tachometer, Water Temperature Gauge, Outside Temperature Gauge	•		
• Instrumentation: Silhouette Lighted Gauges, Tachometer, Water Temperature Gauge, Outside Temperature Gauge		•	•
• Dual Vanity Mirrors	•	•	•
• Chrome Vent Knobs		•	
• Chrome Inner Door Handles		•	
• Leather-Wrapped Steering Wheel		•	
• Fabric Door Trim	•	•	•
• Simulated Woodgrain Trim			•
• Driver Footrest	•	•	•
• 3-Spoke, Tilt Steering Wheel	•	•	•
• Power Door Locks		•	•
• Key Lockout Protection		•	•
• Fade-Out Dome Lamp		•	•
• Driver & Front Passenger Seatbelt Warning	•	•	•
• Carpet Floor Mats	•	•	•

• - Standard ○ - Optional *See Airbag Notice
Information correct at time of printing. Subject to change without notice.

COROLLA	CE	SPORT	LE
SAFETY:			
• Dual Stage Driver & Passenger Airbag Supplemental Restraint System (SRS)*	•	•	•
• Front Seatbelt Pre-Tensioners & Force Limiters	•	•	•
• All-Position 3-Point Lap & Shoulder Belts	•	•	•
• Adjustable "B" Pillar Shoulder Belt Anchors	•	•	•
• Anchor Points for Child Restraint Seats	•	•	•
• Child Protector Rear Door Locks	•	•	•
• Warnings: Low Engine Oil Level, Low Fuel, Low Washer Fluid, Door Ajar	•	•	•
CONVENIENCE:			
• Digital Clock, Front & Rear Cup Holders, Accessory Power Outlet, Driver's Coin Case Compartment	•	•	
• Cruise Control, Digital Clock, Front & Rear Cup Holders, Accessory Power Outlet, Driver's Coin Case Compartment			•
• Door Map Pockets	•	•	•
• Keyless Entry		•	•
EXTERIOR:			
• 4-Door Sedan	•	•	•
• Full Wheel Covers	•		
• Aluminum Alloy Wheels		•	•
• Side Window Defoggers, Electric Rear Window Defroster w/Timer	•	•	•
• Tinted Glass	•	•	•
• Fuel Cap Hanger	•	•	•
• Coloured Bumpers	•	•	•
• Coloured Bodyside Mouldings	•		
• Coloured Rear Spoiler, Mirrors, Bodyside Mouldings, Side Skirts		•	
• Coloured Mirrors, Bodyside Mouldings			•
• Front & Rear Splash Guards	•		•
• Power Remote Mirrors	•	•	•
• Intermittent Wipers	•		
• Variable Intermittent Wipers		•	•
• Halogen Headlamps	•	•	•
• Fog Lamps		•	

COROLLA	CE	SPORT	LE
PACKAGES:			
CE PACKAGE 'B':			
• Air Conditioning, Deodorizing Dust & Pollen Air Filter, Keyless Entry, Power Door Locks, Fade-Out Dome Lamp		○	
CE PACKAGE 'C':			
• Air Conditioning, Deodorizing Dust & Pollen Air Filter, Keyless Entry, Power Door Locks, Power Windows w/Driver Side Auto Down, Cruise Control, Fade-Out Dome Lamp		○	
LE PACKAGE 'B':			
• Front Side Airbags, Leather Seat Surfaces, Power Moonroof, Leather-Wrapped Steering Wheel, Chrome Inner Door Handles, Anti-Theft System, Fog Lamps			○
SPORT PACKAGE 'B':			
• Power Windows w/Driver Side Auto Down, Cruise Control, Power Moonroof, ABS			○
ACCESSORIES:			
• All-Season Floor Mats			
• Block Heater			
• Body Kit			
• "Borla" Stainless Steel Exhaust System			
• Cargo Liner			
• Cargo Net			
• Cruise Control			
• Front End Mask			
• Hood Deflector			
• Licence Plate Cover			
• Rear Bumper Protector			
• Rear Spoiler			
• Security System			
• Side Window Visors			
• Subwoofer			
• Towing Hitch w/Bike & Ski Adaptors			
• Wheel Locks			

Accessories: See your Toyota Dealer for availability.

COROLLA	CE	SPORT	LE
MECHANICAL			
Engine 1MZ-FE	• 1.8 Litre (1794 cc), 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), ULEV ¹ , Stainless Steel Exhaust System	•	•
Compression Ratio	• 10.0:1	•	•
Horsepower (kW)	• 130 (96.9) @ 6,000 rpm	•	•
Torque (N.m.)	• 125 (169) @ 4,200 rpm	•	•
Suspension	• Front: Independent, MacPherson Gas Struts, Coil Springs, Stabilizer Bar • Rear: Torsion Beam Type, Coil Springs, Stabilizer Bar	•	•
Drivetrain	• Front-Wheel Drive	•	•
Transmission	• 5-Speed Overdrive Manual • 4-Speed Electronically Controlled Overdrive Automatic with Overdrive Cancel Switch	○	○
Brakes	• Power Assisted, Front Ventilated Discs, Rear Drums • Power Assisted, ABS (Antilock Braking System), Front Ventilated Discs, Rear Drums	•	•
Steering	• Rack & Pinion	•	•
Tires	• All-Season Radials P185/65R15 • All-Season Radials P195/65R15	•	•
DIMENSIONS			
Length	4530 (178.3)	•	•
Width	1700 (66.9)	•	•
Height (Unloaded)	1480 (58.3)	•	•
Wheelbase	2600 (102.4)	•	•
Tread	Front: 1480 (58.3) Rear: 1460 (57.5)	•	•
Seating Capacity	5	•	•
Ground Clearance	145.4 (5.72) 153.4 (6.03)	•	•
Headroom	Front: 992 (39.1) Rear: 943 (37.1)	•	•
Headroom with Moonroof	Front: 960 (37.8) Rear: 940 (37.0)		○
Legroom	Front: 1049 (41.3) Rear: 899 (35.4)	•	•
Shoulder Room	Front: 1350 (53.1) Rear: 1358 (53.5)	•	•

• - Standard ○ - Optional Information correct at time of printing. Subject to change without notice.

¹ Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Ultra Low Emission Vehicle (ULEV) standards.

*Airbag Notice: The 2004 Corolla features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full-frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. The 2004 Corolla LE is available with a Side-Impact airbag Supplemental Restraint System (SRS) which activates only in a side-impact collision of sufficient magnitude to inflate the bags. Seatbelts must be worn at all times by all occupants.

** These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

COROLLA	CE	SPORT	LE
GROSS VEHICLE WEIGHT	<i>kg (lb)</i>		
	1625 (3582)	•	•
CURB WEIGHT	<i>kg (lb)</i>		
	Manual 1135 (2502) Automatic 1165 (2568)	•	○
	Manual 1145 (2524) Automatic 1175 (2590)		•
TOWING CAPACITY	<i>kg (lb)</i>		
	680 (1500)	•	•
CARGO CAPACITY	<i>m³ (cu. ft.)</i>		
	.39 (13.6)	•	•
COEFFICIENT OF DRAG	<i>cd</i>		
	0.29	•	•
TURNING CIRCLE	<i>m (ft.)</i>		
	10.7 (35.2)	•	•
FUEL CAPACITY	<i>litres (gal)</i>		
	50.0 (11.0)	•	•
FUEL CONSUMPTION RATING**	<i>L / 100 km</i> <i>mpg</i>		
City/Highway	Manual 7.1/5.3 40/53 Automatic 8.1/5.8 35/49	•	•
		○	○

*Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website www.toyota.ca or your Toyota Dealer is your best source for up-to-date information.

Vehicle coverage.

NEW VEHICLE WARRANTY SUMMARY

No Deductibles – No Transfer Fees

Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

Major Emission Control Components - 8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

Corrosion Perforation - 5 years unlimited distance

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, rental assistance, and much more. It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



TOYOTA EXPERIENCE The part you can't replace Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving. "That new Toyota feeling - we help you keep it."



TOYOTA FINANCIAL SERVICES If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.



TOYOTA GRADUATE PROGRAM This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.

CAA® Pyramid Award

Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.



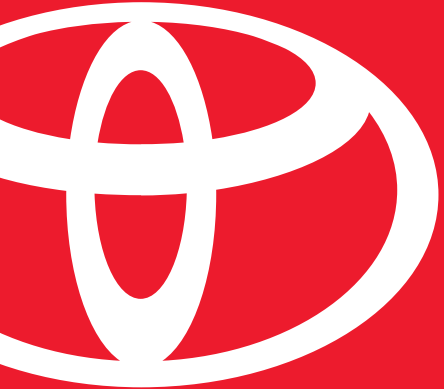
Our country. Our world.

Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)^{†††} designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



^{†††}Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.



Corolla. Fun. Loved. Most wanted.

By now you've found your feeling.

So what now?

It's simple.

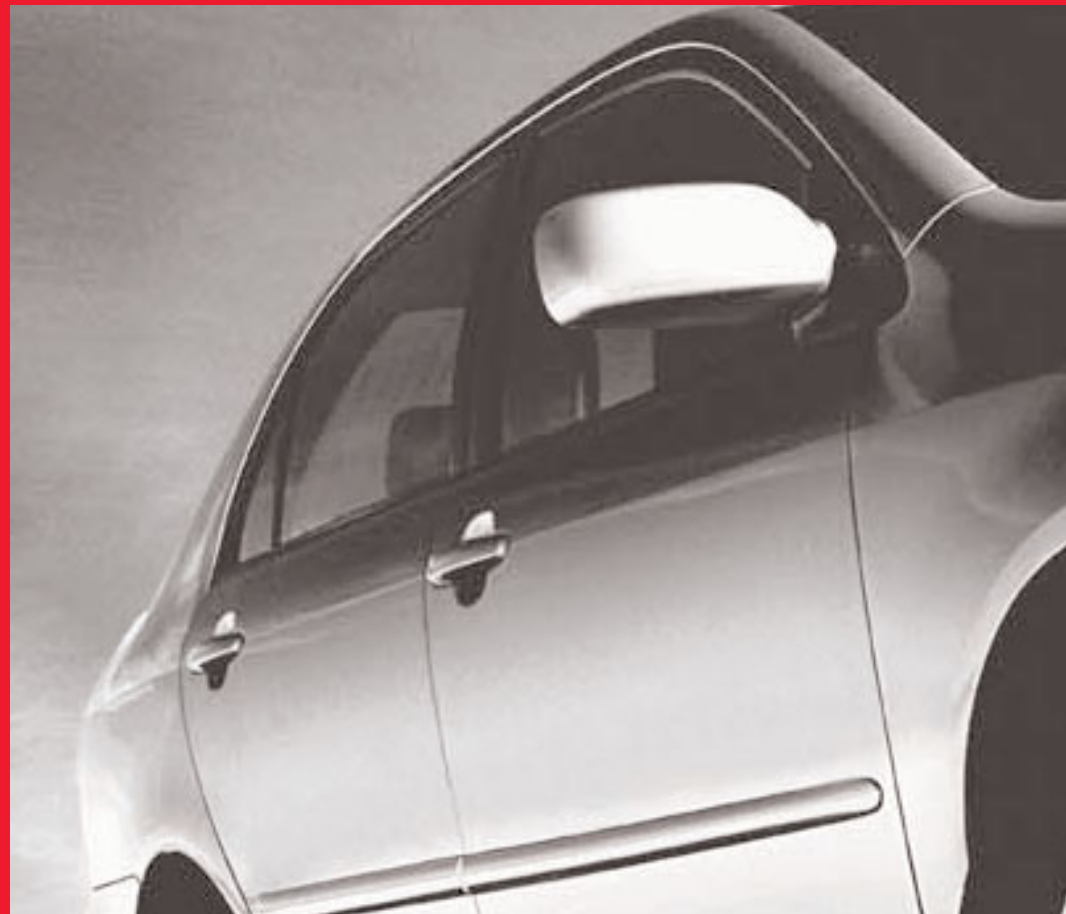
Just give us a call or go to our website.

There you can request more information for the model you're interested in and find the location of the Toyota Dealership nearest you.

We put a lot of pride and hard work into making these vehicles great.

The only thing missing is you.

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