

# 1981 COROLLA BY TOYOTA





1981 COROLLA.  
JUST WHAT THE WORLD ORDERED.



Here's an economy story that is exciting, varied, inventive and fun. It's all about the most popular and widely purchased automobile model in the world. The Toyota Corolla.

For 1981 there are 13 different Corolla models to choose from. The economist and enthusiast as well as the family can find just the right car in the Corolla line to fit their driving and budget needs.

This year Corolla offers improved gas mileage\* in an exciting lineup of Liftback, Sport Coupe, Sedan and Wagon models—including the refined front-wheel drive Corolla, Tercel Liftback, as well as the 2-Door and 4-Door Corolla Tercel Sedans.

All the 1981 Corollas are designed to reduce wind resistance for improved gas mileage. So you can choose a Corolla for sportiness, convenience or for fun, and still get economical

performance as part of the package.

The seating, the visibility, the engine/transmission combinations, the placement of switches, in fact every aspect and detail of the Corolla has been carefully thought out to present an automobile that lets you easily stretch your budget to encompass driving pleasure.

We painstakingly assemble each Corolla with the same kind of typical Toyota thoroughness and meticulous care and attention to detail we employ when we design the car.

With a Corolla you also get a car with a proven record of dependability to make economy a long enjoyable experience.

Liftback, Sport Coupe, Sedan or Wagon; front-wheel drive or front engine/rear drive: Corolla has the exciting economic performance that makes it just what the world ordered.

\*See EPA mileage statement on each Corolla page. Shows with optional equipment. See Features and Options.

## THE COROLLA SPORT COUPE. A SLEEK, SPORTY COROLLA THAT MAKES SENSE.



Take a careful look at the 1981 Corolla SR5 and Deluxe Sport Coupes. Their sleek, well-proportioned lines will please the eye of every sports styling enthusiast. A front air dam confronts and deflects the wind, while the wedge-shaped body with flush window pillars and moldings lets the wind pass over the surface with a minimum of disturbance.

A fuel-thrifty\* 1.8 liter 4-cylinder engine and 5 speed overdrive

transmission\*\* team up to improve gas mileage and give spirited performance in the Corolla SR5 and Deluxe Sport Coupes.

But economics needn't be had at the expense of driving excitement. A MacPherson strut front suspension system on all Corolla Sport Coupes, along with a new rear sway bar in the SR5, gives a sporty feel for the road.

Both Corolla Sport Coupes have plenty of interior room. And the convenience of a rear hatch that opens wide for easy access to the large cargo area. Folding down either or both of the rear seats increases the storage area to give you space for practically anything. Look around, carefully. The Corolla Sport Coupes make sound economic sense.

\*See EPA mileage statement on 2000 location page.  
\*\*Deluxe Sport Coupe and SR5 only. 3 speed automatic only.  
Options with special equipment. See retailer for details.





## THE SR5 SPORT COUPE INTERIOR. YOU SIT AT THE HEAD OF THE CLASS.

Class begins as soon as you enter the Corolla SR5 Sport Coupe. You can't miss it. A first look reveals brushed nap wall-to-wall carpeting and tinted glass. An arresting black finish on the dash focuses attention to the well organized instrument cluster. There is a tachometer. A resettable tripmeter. A low-fuel warning light. Digital quartz clock. Voltmeter. And door-ajar warning light.

Dual outside mirrors, with the driver's side remote controlled, along with a day/night rear view mirror help the driver monitor traffic conditions.

Switches for the headlamps and intermittent windshield wiper/washers are column-mounted for convenience. Fresh air can be adjusted by the power-booster Flo-thru ventilation. And you can select your tunes, talk or news from a newly designed AM/FM/MPX stereo sound system

that's mounted in a swivel console box to accommodate the reach of the passenger or the driver.

There are new hi-back reclining bucket seats in knitted vinyl or cloth that provide improved comfort and support. The passenger's seat has a walk-in device that allows it to be moved forward to accommodate entrance to the back seat.

Now if you're interested, but you're holding out for options, you can stop. They're here.

At your choosing the Corolla SR5 Sport Coupe can sport the convenience of power steering or the comfort of air conditioning. There's sunlight or moonlight, filtered or full, available with an optional flip-up sun/moonroof.

In today's world, we've learned that economy may be a necessity. But it's no reason to skip class.





## COROLLA LIFTBACKS. LOOK AROUND THE PRACTICALITY AND SEE THE EXCITEMENT.



Here are two sporty Liftbacks with a Corolla name that are doing everything possible to let you enjoy saving money.

Take a close look. The shape of cars to come is the shape of the SR5 and Deluxe Corolla Liftbacks here now. Wind tunnel testing helped to create a body shape that reduces drag and actually saves you gas\* as you drive.

Generous amounts of tinted glass provide over

300° of visibility. And for even more visibility you can include the optional sun/moonroof.

Underneath the crisply-designed hood is a 1.8 liter 4-cylinder engine. A 5-speed overdrive transmission helps improve gas mileage. You'll also find the reliability of fully transistorized ignition and a low maintenance battery.

Inside, the 1981 Liftbacks have plenty of interior space and new bucket seats. What's more, they provide a large rear door and cargo space you can enlarge by folding down either or both of the rear seats.

Convenience, sportiness and economy: the Corolla Liftback formula to help you enjoy saving money.

\*See EPA statement on specifications page. Shown with optional equipment. See features chart for details.



## COROLLA 2-DOOR AND 4-DOOR DELUXE SEDANS. FOR THE FAMILY THAT SAVES TOGETHER.



Corolla 2-Door and 4-Door Deluxe Sedans may look too exciting to be economy cars. But these two beauties are beyond doubt gas-saving\* money-saving Toyotas.

From the front of the car—with new rectangular headlamps—to the back, the Deluxe Sedans have sleek bodies of carefully engineered shapes and planes that put the laws of aerodynamics on the side of the gas-saver.

We will fill out the economy picture with a 1.8 liter 4-cylinder

engine and a 5-speed overdrive transmission that improves gas mileage and reduces engine wear.

Driving the Corolla Deluxe Sedans is a pleasure. The interior is spacious. Generous amounts of tinted glass reduce glare and provide excellent all-around visibility. Road noise is blocked out by plentiful sound proofing and solid, unitized body construction.

A low maintenance battery and fully transistorized ignition give reliable starts, and power-assisted front disc brakes give fade-resisting stops.

The Corolla nameplate for 1981 furthermore includes a smart 2-Door Sedan, with a 4-speed synchromesh transmission, that presents most of the comfort features of the Corolla Deluxe Sedans to the budget minded driver.

The Corolla Sedans are carefully designed to make saving together an enjoyable experience.

\*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.





## THE COROLLA 4-DOOR DELUXE SEDAN INTERIOR. FAMILY ROOM.



Come on in. Bring the family. The 1981 Corolla 4-Door Deluxe Sedan provides just the kind of practical, well-thought-out interior your family needs. The thinking behind the design is clear. The materials are sensible and inviting and the workmanship is first class.

This family room has wall-to-wall brushed nap carpet. Seating up front is provided by reclining bucket seats in vinyl or available optional cloth. They are designed to provide full support to keep you comfortable long after you've been asked, "How much further is it?"

Clear thinking applies to the instrumentation too. Included are a handy resettable tripmeter, voltmeter and low-fuel warning light. All are clustered in a simulated woodgrain dash for utmost ease of information.

The headlamp, turn signal, wiper/washer controls are column-mounted for convenience and the inside hood release is close to the driver's hand.

Fresh air is supplied and controlled throughout by the Corolla's power-boosted Flo-thru ventilation system.

Of course your taste might run to the convenience of power steering, or the smooth 3-speed performance of an automatic transmission.

You can add the climate controlled comfort of air conditioning, or the music, talk and news of an AM/FM/MPX stereo radio.

All are optionally available to tailor your 4-Door Deluxe Sedan to you and your family. But any way you like it, the 1981 Corolla 4-Door Deluxe Sedan provides just the kind of comfortable, economical family room you would like to take with you when you drive.

Shown with optional equipment. See Features chart for details.





## THE COROLLA DELUXE WAGON. JUMP ON THE ECONOMY WAGON AND ENJOY IT.

The 1981 Corolla 5-Door Deluxe is the versatile wagon that opens up a whole new world of convenience and economy for you. It provides plenty of people space behind four doors plus the convenience of a wide-opening fifth door that reveals a large cargo space. Plenty of room here, too. And when things come to the point where you are not getting away from it all but rather you're taking it with you, fold down the rear seat and voilà! There's a full 55.6 cubic feet of fully carpeted space in back.

Giant space like this comes along with great performance. The 1981 Corolla Deluxe Wagon teams a 1.8 liter 4-cylinder engine with a 5-speed overdrive transmission for pep and economy.\*

And for reasons all your own you can equip your Corolla Wagon

with optional air conditioning, 3-speed automatic transmission, even power steering or AM/FM/MPX stereo radio.

From its new rectangular headlamps to its spacious cargo deck, the Corolla Deluxe Wagon invites you to jump on the 1981 economy wagon and enjoy it.



\*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.



## COROLLA TERCEL LIFTBACKS. FRONT-WHEEL DRIVE, SPACE EFFICIENCY, AND BREEZY GOOD LOOKS.



Corolla Tercel Liftbacks have everything going for them. They're roomy, economical, have front-wheel drive and styling that's crisply charismatic.

Beneath the trim exterior of both the SR5 and Deluxe Liftbacks lies an engineering masterpiece. Designed to reach new heights in efficient performance, the 1981 Corolla Tercel accomplishes this,

and more. Front-wheel drive gives you exceptional handling and traction in snow and rain, while independent 4-wheel suspension enables Corolla Tercel to smooth out the roughest roads. Sports cars incognito, Corolla Terrels offer rack and pinion steering for superb cornering and a short, positive shift linkage for precise shifting.

Front-wheel drive also makes the Liftbacks highly space-efficient. It lets you stretch your legs in front. And in back, the elimination of a driveshaft tunnel, plus the advantages of an extended wheelbase, give your passengers extra leg and hip room.

The SR5, with its efficient 1.5 liter 4-cylinder SOHC engine, 5-speed overdrive transmission and gutsy side striping, is truly a driver's machine.

The Deluxe Liftback, every bit as lively, offers an optional 3-speed automatic transmission and a smooth little price to match.

Shown with optional equipment. See Features chart for details.



## INSIDE THE COROLLA TERCEL. SPACIOUS WHERE IT COUNTS.



Open the doors of the Corolla Tercel SR5 and Deluxe Liftbacks and enter a dynamic new era in automotive interior design—where space-efficiency, style and comfort come together gracefully and practically.

Front-wheel drive helps make everything fall into place. Start up front where in-line engine placement positions the driver straight behind the steering wheel for comfortable driving. And notice Corolla Tercel's tremendous amount of leg-stretching front seat room. Now move to the back seat. A passenger's seat walk-in device allows the front seat to slide forward for easy entrance to the back seat. Since the need for a driveshaft tunnel has been eliminated and the front seat back has been restyled, there's additional rear seat leg room.

And with Corolla Tercel's lengthy wheelbase, the

wheelwells sit back further so rear passengers are pampered with plenty of room for hips, as well as legs.

The 1981 SR5 is actually a sports car in disguise. It has a newly designed dashboard with full instrumentation, including electric tachometer, voltmeter and resettable tripmeter. Its cloth upholstery and carpeting throughout, including the roomy cargo area, add a stylish touch. And finally, there's the practicality and convenience of the split-back, fold-down rear seat which makes for easy loading, easy toting.

Other features you'll find comforting are an AM/FM/MPX stereo radio which is standard on the SR5, and an optional 3-speed automatic transmission on the Deluxe.

Once inside a Corolla Tercel, you'll see for yourself that this money-saver is stylish, with room to spare.

Shown with optional equipment. See Features chart for details.





## COROLLA TERCEL 2-DOOR DELUXE AND 4-DOOR SEDANS. GENEROUS ROOM INSIDE AND A TIDY PRICE.

Presenting the front-wheel drive economizers that should be a welcome addition to your family: convenient and economical Corolla Tercel 2-Door Deluxe and the newest Corolla Tercel — the roomy 4-Door Sedan. Both have a mileage rating\* and interior space that will delight and astound you.

The conveniences: start with the exceptional interior space. Thanks to front-wheel drive and innovative Toyota design, these cars have plenty of room for hips and shoulders. Both have a roomy separate trunk; and on the 4-Door Sedan, the split rear seats fold forward for access to the trunk from inside or to allow you to carry extra long cargo — and you still have all the advantages of a 4-Door Sedan.

The economics: Corolla Tercel's snappy 1.5 liter 4-cylinder SOHC engine — with an in-line, fore-to-aft configuration that's more accessible,

easier to maintain — works with the 5-speed overdrive transmission to save gas and engine wear.

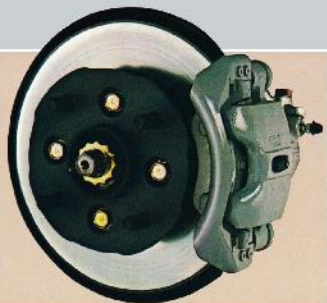
If your good sense tells you that a car can be both economical and comfortable, you're right. The proof is in the Corolla Tercel Sedans.



\*See EPA statement on specifications page.  
Shown with optional equipment. See Features chart for details.



## COROLLA TERCEL 2-DOOR SEDAN. TOTAL ECONOMY WITHOUT GIVING UP AN INCH.



Engineered with economy and comfort in mind, the 1981 front-wheel drive Corolla Tercel 2-Door Sedan delivers both — with punch.

Its impressive mileage figures\* and affordable price are enough to warm the heart of the most economy-conscious driver.

The Corolla Tercel 2-Door Sedan, Toyota's lowest-priced car, is equipped with a feisty, gas-saving 1.5 liter 4-cylinder SOHC engine.

For more good mileage, a smooth-shifting 4-speed transmission is standard on the 2-Door Sedan for 1981.

Ingeniously designed to give far more interior and separate trunk space than you ever dreamed you'd find in a small car, Corolla Tercel has an enormous amount of leg room up front.

And in addition to extra space, front-wheel drive means superb

cornering ability and excellent traction.

As is, this sensible Sedan is just what the economist ordered. But if the economist prefers an optional 3-speed automatic transmission or even 8-track or cassette stereo tape deck, they're both available. For both the efficiency-minded and anyone who doubts the comfortable capability of a small car, the Corolla Tercel 2-Door Sedan is a friendly persuader.



\*See EPA mileage statement on specifications page.  
Shown with optional equipment. See Features chart for details.



# COROLLA FEATURES

	COROLLA						COROLLA TERCEL						
	SR5 Liftback	SR5 Sport Coupe	Deluxe Liftback	Deluxe Sport Coupe	4-Door Deluxe Sedan	2-Door Deluxe Sedan	5-Door Deluxe Wagon	2-Door Sedan	SR5 Liftback	Deluxe Liftback	2-Door Deluxe Sedan	4-Door Sedan	2-Door Sedan
S-Standard O-Optional N-Not Available													
1.8 liter 4-cylinder OHV engine	S	S	S	S	S	S	S	S	S	S	S	S	S
1.6 liter 4-cylinder SOHC engine									S	S	S	S	S
Fully transistorized ignition system	S	S	S	S	S	S	S	S	S	S	S	S	S
5-speed overdrive transmission	S	S	S	S	S	S	S	S	S	S	S	S	S
4-speed synchromesh transmission							S						S
3-speed automatic transmission			O	S	O	O	O		O			O	O
MacPherson strut front suspension	S	S	S	S	S	S	S	S	S	S	S	S	S
Power-assisted brakes (front disc, rear drum)	S	S	S	S	S	S	S	S	S	S	S	S	S
Steel-belted rad-ak-ty tires	S	S	S	S	S	S	S	S	S	S	S	S	S
City of steel wheels			S	S	S	S	S	S	S	S	S	S	S
Wheel trim rings			O	O	O	O	O	O	S	O	O	O	O
Aluminum alloy wheels	O	O							O				
Electric tachometer	S	S							S				
Voltmeter, oil temp., oil press., & water temp. gauges	S	S							S	S	S		
Resizable tripmeter	S	S	S	S	S	S	S	S	S	S	S		
Steering column-mounted headlight, headlamp flasher, windshield wiper/washer controls	S	S	S	S	S	S	S	S	S	S	S	S	S
Intermittent windshield wiper/washer	S	S						S					
Mirror, w/hood wiper/washer			S	S	S	S	S	S		S	S	S	S
Power steering	O	O	O	O	O	O	O	O		S	S	S	S
Electric rear window defogger	S	S	S	S	S	S	S	O	S	S	S	O	O*
Fold-down rear seat							S						
Fold-down split rear seat	S	S	S	S			S		S	S	S	S	
Tinted glass	S	S	S	S	S	S	S	S	S	S	S	S	S
Brushed nap wall-to-wall carpeting	S	S	S	S	S	S	S	S	S	S	S	S	S
Fl-poor nose spoiler, wheelwells			S	S	S	S	S	S	S	S	S	S	S
Reclining hi-back front bucket seats		S		S			S		S	S	S	S	S
Reclining low-back front bucket seats	S		S		S	S	S		S				
Cloth seats			O		O	O			S				
Cloth or synthetic tape yarn seat trim	S	S											
Vinyl seats			S	S	S	S	S	S	S	S	S	S	S
Power-convertible front ventilation	S	S	S	S	S	S	S	S	S	S	S	S	S
Air conditioning	O	O	O	O	O	O	O	O	O	O	O	O	O
AM/FM/MPX 2-speaker stereo radio	S	S	O	O	O	O	O		S	O	O		
AM/FM/MPX radio with cassette									O				
8-track or cassette stereo tape deck	O	O	O	O	O	O	O	O	O	O	O	O	O
Swivel box radio	S	S	S	S									
Digital quartz clock	S	S											
Hatchback release	S	S	S	S									
Rear deck cover	S	S						S	O				
Inside hood release	S	S	S	S	S	S	S	S	S	S	S	S	S
Black urethane bumpers	S	S	S	S	S	S	S	S	S	S	S	S	S
Body side protective moldings	S	S	S	S	S	S	S	S	S	S	S	S	S
Flush-in door front fender liners	S	S	S	S	S	S	S	S	S	S	S	S	S
Rectangular headlamps	S	S	S	S	S	S	S	S	S	S	S	S	S
Sun/moonroof	O	O	O	O					O	O			
Rear window wiper/washer	O	O	O	O			O		O	O			
Side tape stripe									S				
Low maintenance battery	S	S	S	S	S	S	S	S	S	S	S	S	S
High pressure temporary spare tire	S	S	S	S	S	S	S	S					

\*Not available in California

# COROLLA FEATURES

Toyota Corollas come with a long list of built-in features that don't cost you extra. A full list of standard features is provided on the facing page.



# COROLLA OPTIONS

Every Corolla is already well equipped for pleasurable motoring. But to let you add a personal touch of ownership, various options are listed on the opposite page.



# COROLLA TERCEL FEATURES

Corolla Terceles for 1981 are well-equipped with a variety of comfort and convenience features. See the chart on the opposite page for a listing of standard features.



# COROLLA TERCEL OPTIONS

Optional equipment and accessories are available to let you tailor your Corolla Tercel to your driving needs or lifestyle. Just check the list shown on the opposite page.



Standard features and options pictured above vary according to models. See Features chart for complete details.



# COROLLA SPECIFICATIONS

	COROLLA					COROLLA TERCEL				
<b>ENGINE TYPE</b>	4-cylinder in-line OHV					4-cylinder in-line SOHC				
<b>DISPLACEMENT</b>	1.8 liters (1770cc)					1.5 liters (1452cc)				
<b>HORSEPOWER (SAE NET)</b>	75 @ 5000 rpm (Fed.) 73 @ 5000 rpm (Cal.)					62 @ 4900 rpm				
<b>TORQUE (SAE NET)</b>	95 ft./lbs. @ 2600 rpm (Fed.) 90 ft./lbs. @ 2600 rpm (Cal.)					75 ft./lbs. @ 2800 rpm				
<b>BODY/FRAME CONSTRUCTION</b>	Unifized body					Unifized body				
<b>SUSPENSION FRONT</b>	MacPherson strut with double-acting hydraulic shock absorbers					MacPherson strut with double acting hydraulic shock absorbers and stabilizer bar				
<b>SUSPENSION REAR</b>	4-link with lateral track rod and double-acting hydraulic shock absorbers (Wagon has leaf springs, SR5 Sport Coupe has stabilizer bar)					Trailing arms, coil springs and stabilizer bar				
<b>STEERING</b>	Recirculating ball, collapsible shaft					Rack and pinion, collapsible shaft				
<b>BRAKES</b>	Power-assisted (front disc, rear drum)					Power-assisted (front disc, rear drum)				
	<b>SR5 &amp; Deluxe Liftback</b>	<b>SR5 &amp; Dlx Sport Coupe</b>	<b>2-Door &amp; 4-Door Dlx. Sedan</b>	<b>5-Door Deluxe Wagon</b>	<b>2-Door Sedan</b>	<b>SR5 Liftback</b>	<b>Deluxe Liftback</b>	<b>2-Door Deluxe Sedan</b>	<b>4-Door Sedan</b>	<b>2-Door Sedan</b>
<b>EXTERIOR DIMENSIONS (inches)</b>										
Wheelbase	94.5	94.5	94.5	94.5	94.5	98.4	98.4	98.4	98.4	98.4
Overall Length	168.3	168.3	168.3	168.9	168.3	161.2	161.2	161.2	161.2	161.2
Overall Width	64.0	64.0	63.4	63.4	63.4	61.2	61.2	61.2	61.0	61.0
Overall Height	50.8	50.8	53.0	53.0	53.0	52.8	52.8	52.8	52.8	52.8
Tread Width (front)	52.2	52.2	52.2	52.2	52.2	52.1	52.4	52.4	52.4	52.4
Tread Width (rear)	52.9 (SR5 52.8)	52.9 (SR5 52.8)	52.6	52.6	52.6	51.8	51.6	51.8	51.8	51.6
	(SR5 53.1)	(SR5 53.1)								
<b>INTERIOR DIMENSIONS (inches)</b>										
Head Room (front)	36.6	36.8	37.7	37.3	37.7	37.8	37.8	37.8	37.8	37.8
Head Room (rear)	35.7	35.0	36.5	35.8	36.6	36.6	36.6	36.7	36.7	36.7
Leg Room (front)	41.8	41.8	40.2	40.2	40.2	42.8	42.6	42.8	42.8	42.6
Leg Room (rear)	29.7	28.9	31.6	30.7	31.6	35.2	36.2	36.2	35.2	35.2
Shoulder Room (front)	51.5	51.8	51.8	51.6	52.0	51.3	51.3	51.3	51.3	51.3
Shoulder Room (rear)	50.2	50.0	50.4/51.7	51.9	50.7	50.8	50.6	50.7	50.6	50.7
<b>CAPACITIES</b>										
Trunk or Cargo Area, rear seat up (cu. ft.)	11.5	11.3	10.7	19.4	10.7	8.9	8.9	9.3	9.3	9.3
Trunk or Cargo Area, rear seat down (cu. ft.)	23.2	25.0	N.A.	55.6	N.A.	25.6	25.6	N.A.	N.A.	N.A.
Fuel Tank (gallons)	13.2	13.2	13.2	12.4	13.2	11.9	11.9	11.9	11.9	11.9
<b>TIRES</b>										
Type	<b>SR5 Liftback</b> Steel-belted radial-ply blackwall	<b>SR5 Sport Coupe</b> Steel-belted radial-ply blackwall	Steel-belted radial-ply whitewall	Steel-belted radial-ply whitewall	Steel-belted radial-ply blackwall	Steel-belted radial-ply blackwall	Steel-belted radial-ply blackwall	Steel-belted radial-ply blackwall	Steel-belted radial-ply blackwall	Steel-belted radial-ply blackwall
Size	165/70SR13	165/70SR13	165SR13	165SR13	165SR13	165/70SR13	145SR13	145SR13	145SR13	145SR13
Type	<b>Deluxe Liftback</b> Steel-belted radial-ply whitewall	<b>Deluxe Spt. Coupe</b> Steel-belted radial-ply whitewall								
Size	165SR13	165SR13								
<b>EXTERIOR COLORS*</b>	White Beige Beige Metallic Silver Metallic		Dark Blue Metallic Red Red Metallic Yellow	Orange Metallic Light Blue Metallic Copper Metallic Black Metallic		White Beige Metallic Silver Metallic	Black Metallic Red Red Metallic		Yellow Orange Metallic Light Blue Metallic	

\*Some colors not available on all models. N.A.—Not applicable.

# TOYOTA. THE QUALITY STORY

Quality is a way of life at Toyota.

When your Toyota dealer hands you the keys to your new Toyota, pause for a moment to think about the hundreds of pairs of expert hands and eyes that have conscientiously inspected every detail during its manufacture, shipping, and preparation for delivery.

If your new Toyota seems somehow familiar to you, it may be because you helped design it. The first step in developing each new model is consumer research—finding out what people want in the styling, performance and features of the vehicles they drive. The ideas and suggestions of thousands of Americans have influenced the design of the Toyotas you see in the dealer's showroom.

On the Toyota assembly lines, quality control is all important. At every stage of manufacture each vehicle is tested and inspected. Assembly line workers wear white gloves to keep everything they touch spotless and scratch free. Workers who come in contact with the finished car body wear clothing without buckles or buttons.

Toyota employees never forget that each vehicle they help manufacture is going to be purchased, driven and enjoyed by someone who is relying on Toyota's dedication to perfection.

After the completed vehicles leave the factory, the quality control checks continue. There are at least three more inspections: at the pier in Japan, at the port of entry in the U.S., and at the dealership—all part of Toyota's continuing efforts to ensure complete owner satisfaction.

Toyota's quality story doesn't end with the sale. At more than one thousand Toyota dealers from coast to coast, skilled service technicians—many of whom are specially certified by the National Institute for Automotive Service Excellence (NIASE)—are ready to help keep Toyota owners happy

with reliable, dependable service.

Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

You can count on Toyota to deliver quality vehicles, and you can count on Toyota dealers to reflect that quality in the way they do business: their professionalism, the expertise of their service personnel, and the availability of parts for maintenance and repair.

From drawing board to dealership, the name Toyota means quality—as shown by the consistently high levels of owner satisfaction with the quality of Toyota products.\*

But even that remarkable fact isn't the closing chapter in the Toyota quality story. One other important fact remains: Toyota's gratifying resale value at trade-in time.

When you buy a Toyota, you're buying a commitment that has made millions of satisfied owners the world over feel good about driving a Toyota.



\*According to a survey of 17,000 owners of new small cars.

\*EPA STATEMENT: EPA mileage figures not available at time of printing. Consult your Toyota dealer.

\*Please refer to Compare this estimate to the EPA "Estimated MPG" of other cars. You may get different mileage depending on how fast you drive, weather conditions and tire length.

Specifications and equipment are based on the available information at time of printing and are subject to change without notice. Cover vehicle and others shown with optional equipment. See Features chart for details. For information on additional colors and accessories, contact your Toyota dealer.





OH  
WHAT  
A  
FEELING!  
**TOYOTA**