

TOYOTA COROLLA

2-door Sedan Coupe Station Wagon





Easy-access to roomy front and rear seats. Deluxe all-vinyl interior.



New 102-hp engine with a top speed of 105 mph.



Power-assisted front disc brakes.

Specifications:

ENGINE: Water-cooled, 4-cylinder in-line, OHV. Bore—3.35"; stroke—2.76"; 1588cc (96.9 cu. in.). Compression ratio—8.5:1. Max. output—102 hp @ 6000 rpm. Max. torque—101 ft./lb. @ 3800 rpm. 5 main bearings.

CLUTCH: Dry single plate hydraulically operated. **TRANSMISSION:** 4-speed all forward synchromesh. Gear ratios: First—3.587:1; Second—2.022:1; Third—1.384:1; Fourth—1.000:1. Optional 2-speed automatic transmission.

BRAKES: Front disc, rear drum (hydraulic with 6" vacuum booster). Front disc diameter—7.2"; Rear drum diameter—9.0". Parking brake operates mechanically on rear wheels.

STEERING: Recirculating ball. Ratio—18.1:1. Min. turning radius—14.8'.

TIRES: 6.15x13 white sidewall 4-ply-rated.

DIMENSIONS AND WEIGHT: Overall length—157.5"; Overall width—59.3"; Overall height—54.1"; Wheelbase—91.9"; Tread, front—49.6"; rear—49.0"; Ground clearance—6.1"; Curb Weight—1955 lbs.

PERFORMANCE: Max. speed—105 mph; Max. cruising speed—85 mph.

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

The new Toyota Corolla 1600.

The 4-door Corolla 1600 adds new power to the Toyota economy line. Its 102-horsepower engine gives you the power you need for tough driving. Even with options like automatic transmission and air conditioning.

With the extra size and access of four doors, the added power to carry heavier loads, and around 27 miles to the gallon (with standard transmission), this Corolla 1600 has to be a real favorite with families.

Of course, every Corolla is noted for its long list of standard extras, all at a low Toyota price. And the Corolla 1600 four-door sedan is no exception. Like the rest of the 1600 line (the 2-door sedan, fastback and station wagon), the 4-door includes snap-out nylon carpets, vinyl interior, fully-reclining bucket seats that move up and back, deluxe door panels, glove box, cigarette lighter, storage bins, parcel tray, four-speed transmission, flo-thru ventilation,

power-assisted front disc brakes, tool kit, chrome trim, bumper guards, tinted windows, wheel covers, whitewall tires, and even a can of touch-up paint.

And because so many things are already included, there are only four options. Air conditioning, automatic transmission, AM or AM/FM radio and an 8-track stereo tape unit. (You'll notice the Corolla price has a way of staying down where it belongs, too.)

So there it is. The Corolla 1600 four-door sedan on paper. To really appreciate it, take a look at the real thing.

TOYOTA
We're quality oriented





TOYOTA COROLLA

2-door Sedan

Corolla covers the country with ease. And at 28.5 miles to the gallon, you'll pass a lot of gas stations along the way. Economy's important when you're just starting out. In fact, it's always important. And at Toyota, we never take economy for granted. The result: a Corolla that's undercoated and a chassis that never needs a lube—things that save you money day in and day out.

Yet the Corolla Sedan can also lean to extravagance—vinyl interior, fully reclining bucket seats, nylon pile carpeting—extravagance in keeping with economy because you don't pay extra for these extras.

Safety is standard, too.

Front disc brakes.

Built-in head restraints.

Seat belts and shoulder straps.

Padded dash.

They all come with the Corolla Sedan.

And above all, quality. A 73 hp engine that can top 91, an engine with 5 main bearings instead of the usual 3.

A 4-on-the-floor synchromesh transmission or an optional automatic. Unit construction. Flo-thru ventilation.

In the long run, quality is economy. And despite all its style and performance, the Corolla Sedan is, first and foremost, an economical car.





TOYOTA COROLLA Coupe

We added some flash to our snappy performer and came up with the Corolla Fastback—a little mover that really gets around. In fact, it gets around 27.4 miles to the gallon. And it gets it from a 73 hp engine that hits 60 in 16.5 seconds. Top speed—94 mph. Cruising speed—81 mph.

And that's carrying things like fully reclining bucket seats, nylon carpeting, vinyl interior, and more—plenty of plush at no extra cost, niceties that mean something to people looking for fun.

Same Corolla quality, too. Undercoating. Unit construction. 4-on-the-floor synchromesh transmission. And front disc brakes, a big safety-plus that's common to the Corolla, uncommon to most other economy imports.

And all the little things that always make a big difference: Flo-thru ventilation. Built-in head restraints. Armrests all around. Seat belts and shoulder straps. A standard cigarette lighter. And a simulated woodgrain steering wheel that locks when you stop the engine.

Plenty of plush. Plenty of power. Altogether, the Corolla Fastback is a lot of car for a little mover—the kind of car that shows up where things are happening.

TOYOTA COROLLA StationWagon

Load it for a week or a weekend. It's easy to do, because Corolla has put an end to the cumbersome wagon. How? By making the Corolla Wagon just a mite longer than the Corolla Fastback and Sedan. By keeping the same tight turning circle—29.6 feet. And by keeping all the great maneuverability of the other Corolla models.

Yet with all this maneuverability, the Corolla Wagon gives you surprising space—space that makes for more to do. The secret? We did some efficient shifting of the room inside. And for people who *really* want room, we put in a backseat that folds down. For nasy in and outs, we added a swing-up tailgate.

No reason why a wagon can't be posh, either. So we kept the complete Corolla package of plush vinyl interior. Nylon carpeting. Fully reclining bucket seats. The works.

And, of course, all the Corolla quality is here, too. Undercoating. A chassis that never needs a lube. An engine with 5 main bearings instead of the usual 3. And front disc brakes, unheard of among most low-priced imports.

But our big surprise is a wagon that can equal the economy of our other Corolla models: up to 27.1 miles to the gallon from a 73 hp engine that can top 84. The Corolla Wagon carries you in comfort. And gives you more to spend when you get where you're going.



Corolla the inside story

You live inside the Corolla during every mile you drive. We've made it worth the trip.

We put in reclining bucket seats to keep each Corolla custom fitting just the way you want it, from ride to ride or day to day. Tilt back all the way and you can even take a nap.

Our buckets adjust fore and aft, too, to allow plenty of legroom.

And we keep the comfort coming. You'll find vinyl all around. Armrests on every wall.

Nylon pile from door to door.

And safety first: padded dash, built-in head restraints, seat belts and shoulder straps.

Sensible instruments, too. Glare-proof. Recessed.

Right where you expect to see them.

The Corolla Fastback is fancier still, with a woodgrain steering wheel.

And tinted windows give you a nice outlook on all Corolla models. That's the Corolla from the inside out—pretty nice for the price.





Corolla a success story
 Some people tend to prejudge the Corolla. They think in terms of a small-car stereotype—4 wheels, cramped quarters, not much to look forward to. But the Corolla refuses to be typecast. It has the 4 wheels, alright. But that's where the similarity stops.

Vinyl interior. Nylon carpeting. Fully reclining bucket seats. That's star quality. Undercoating. 28.5 miles to the gallon. A chassis that never needs a lube.

That's setting the stage for savings. Unit construction. Front disc brakes. 4-speed synchromesh transmission. That's Corolla's assurance of continuing performance.

And we do it all at a price that's the envy of every dealer in town. No wonder the Corolla is a box office success all over the country. It's a big reason why Toyota is already the 2nd best selling import in the U.S. Somebody out there likes us.



Padded dash with recessed, glow-plant instrument panel (Sedan & Wagon)



1.6L engine with 5 main bearings, not 3



Roomy rear seat with safety belts



Vinyl interior/Armrests all around



Trunk space sure to surprise you



4-speed synchromesh transmission



Optional AM/FM radio



Floor-thru ventilation



Sealed side windows giving wide vision



Optional 8-track stereo tape deck



Optional automatic transmission



Optional air conditioner



Doors that open in 2 stages



Front disc brakes/Tandem master cylinders



Wall storage receptacles

SPECIFICATIONS

Engine: Water-cooled, 4-cylinder in line, OHV. Bore, 2.95 in., stroke, 2.60 in. Piston displacement, 71.1 cu.in. Compression ratio, 9.0 to 1. Maximum output, 73HP (SAE) at 6,000rpm. Maximum torque, 74.2ft/lb. (SAE) at 3,800rpm. 12-volt 60-amp. hr. battery. 360-watt alternator.

Down-draft, 2-barrel carburetor.

Fuel tank capacity, 11.9gallons (Station Wagon: 10.6gallons).

Full-pressure force-feed type lubrication by trochoid pump. Throw-away type oil filter.

Crankcase capacity, 3.7qts.

Clutch: Single dry plate with diaphragm spring and mechanical actuation.

Transmission: All-synchromesh, 4-speed type. Gear ratios—1st., 3.684, 2nd., 2.050,

3rd., 1.383, 4th., 1.000, reverse, 4.316.

Console-mounted automatic transmission available on 2-door Sedan and Coupe. Final reduction gear ratio, 4.222 to 1 on manual transmission models, 4.444 to 1 on automatic transmission models. (Station Wagon: 4.444 to 1)

Suspension: Front—Independent with coil springs, telescopic shock absorbers, struts, lower wishbones and torsion bar stabilizer. Rear—Semi-elliptic leaf springs and telescopic shock absorbers. (Station Wagon: Progressive type, semi-elliptic leaf springs with helper springs and telescopic absorbers.)

Brakes: Foot brake operates hydraulically on all wheels. Front disc brakes and rear drum brakes with pressure control valve. Parking brake operates mechanically on rear wheels.

Steering: Recirculating ball type gearbox.

Gear ratio, 18 to 1. Minimum turning circle, 29.6ft.

Wheels and tires: Pressed steel disc wheels. 6.00-12, 4PR tubeless tires.

Dimensions and Weight:

	2-door Sedan	Coupe	Station Wagon
Overall length	161.4in. ...	161.4in. ...	161.8in.
Overall width...	59.3in. ...	59.3in. ...	59.3in.
Overall height	54.1in. ...	53.0in. ...	55.3in.
Wheelbase	91.9in. ...	91.9in. ...	91.9in.
Tread, front.....	49.4in. ...	49.4in. ...	49.4in.
Tread, rear	49.0in. ...	49.0in. ...	49.0in.
Ground clearance...	6.7in. ...	6.7in. ...	6.7in.
Curb weight ...	1,725lb. ...	1,715lb. ...	1,805lb.

Performance (Manual transmission):

2-door Sedan: Maximum speed, 91mph; Maximum cruising speed, 78mph; Acceleration 0 to 60mph, 16.5sec.; SS $\frac{1}{4}$ -mile, 20.0sec.; Fuel consumption, 28.5miles/gal.

Coupe: Maximum speed, 94mph; Maximum cruising speed, 81mph; Acceleration 0 to 60mph, 16.5sec.; SS $\frac{1}{4}$ -mile, 20.0sec.; Fuel consumption, 27.4miles/gal.

Station Wagon: Maximum speed, 84mph; Maximum cruising speed, 72mph; Acceleration 0 to 60mph, 20.5sec.; SS $\frac{1}{4}$ -mile, 20.7sec.; Fuel consumption, 27.1miles/gal.

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Parts and service available coast to coast.

Over 800 dealers across the country are ready to serve you and service your Corolla—dependable service for a dependable car.

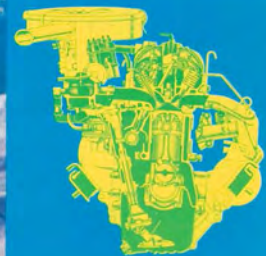
TOYOTA
We're quality oriented

TOYOTA COROLLA 1600

2-door Sedan, Coupe, StationWagon



Why did we make this one
if the standard
Corolla already made sense?



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M. M. Koyama
- TMs to supply
FTC with
evidence
of slanders



Climb every mountain.
The new 102-hp Toyota Corolla 4-door sedan.





Easy-access to roomy front and rear seats. Deluxe all-vinyl interior.

The new Toyota Corolla 1600.

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power-assisted front disc brakes, tool kit, chrome trim, bumper guards, tinted windows, wheel covers, whitewall tires, and even a can of touch-up paint.

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Specifications:

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CLUTCH: Dry single plate hydraulically operated. **TRANSMISSION:** 4-speed all forward synchromesh. Gear ratios: First—3.587:1; Second—2.022:1; Third—1.384:1; Fourth—1.000:1. Optional 2-speed automatic transmission.

BRAKES: Front disc, rear drum (hydraulic with 6" vacuum booster). Front disc diameter—7.2"; Rear drum diameter—9.0". Parking brake operates mechanically on rear wheels.

STEERING: Recirculating ball. Ratio—18.1:1. Min. turning radius—14.8'.

TIRES: 6.15x13 white sidewall 4-ply-rated.

DIMENSIONS AND WEIGHT: Overall length—157.5"; Overall width—59.3"; Overall height—54.1"; Wheelbase—91.9"; Tread, front—49.6"; rear—49.0"; Ground clearance—6.1"; Curb Weight—1955 lbs.

PERFORMANCE: Max. speed—105 mph; Max. cruising speed—85 mph.

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TOYOTA COROLLA 1600

Sedan

Because the 1600 gives you a bigger engine.

A new 1600cc overhead valve engine gives you 36% more cylinder space than the standard Corolla engine. Together with a carburetor and drive train designed for higher performance, this new engine delivers a hefty 102 horsepower. And at 27.1 miles to the gallon, it also delivers plenty of economy.

With this engine in all three Corollas, you have three new combinations of body design and performance characteristics. And three new chances of finding the Corolla you like.

The Corolla 1600 Sedan offers all the comfort and practicality of the standard Corolla Sedan. Plus a bit more get up and go.

The Corolla 1600 Coupe and Station Wagon offer the same get up and go in two different body styles. With this many Corollas to choose from, you may leave the showroom unsure. But chances are you won't leave unsatisfied.





TOYOTA COROLLA 1600 Coupe

**Because it gives you
a fastback that's really fast.**

The Corolla 1600 Coupe adds sporty performance to its sporty look. The added engine size lets it move from zero to 60 in a quick 12.2 seconds. And lets it hit a top speed of 105mph. Not bad for an economy car.

And at 27.1 miles to the gallon, it is definitely an economy car.

Yet in many ways it isn't. Most economy cars don't offer a standard interior complete with simulated woodgrain steering wheel and 4-on-the-floor gearshift knob. Most don't even come with snap-out nylon carpets or fully reclining vinyl bucket seats, both standard on the Corolla 1600 Coupe.

Few economy cars can match the exciting design of this sporty runabout. The sculptured profile. The louvred hood. The sporty slope to the roof.

But despite its appearance and its performance, the Corolla 1600 Coupe just doesn't cost enough to be anything but an economy car.

TOYOTA COROLLA 1600
Station Wagon

Because it carries heavier loads.

The Corolla 1600 Station Wagon gives you added carrying space and added carrying power. 102 horsepower offers enough muscle for good performance even with the back fully loaded. Enough muscle to handle an optional air conditioner and automatic transmission, too.

And when it's time to load up, you'll find plenty of room inside. The tailgate folds up and the back seat folds down to give you a sizeable, accessible cargo area.

Yet for all its interior space, the Corolla 1600 Station Wagon remains very maneuverable outside. Like the fastback and sedan, it turns in less than 30 feet. And it measures less than a half-inch longer than the other two models, which makes parking easy, too.

The Corolla 1600 Station Wagon is an honest alternative for people who don't want a big, cumbersome wagon. It offers the size and the power to carry just about anything just about anywhere.



Because it's a Toyota.

Even the low-priced Corolla 1600 must pass a rigorous series of tests and inspections before you can drive it.

In order to pass such strenuous tests, our cars have got to be built with care. We double-stitch our fabrics. We undercoat our chassis at no extra charge. We take time with these details because that way you know we've taken time with the important things.

We build our cars to stay out of the shop. To save you money. That's why we put a sealed lubrication system in every Corolla. So you'll never have to pay for a lube. And that's why we weld the frame to the body so they become one piece. So a year later you won't be spending money to get rid of rattles and squeaks.

We make economy cars at Toyota. And we still believe that quality is the best kind of economy.



Because it still makes sense.

The Toyota Corolla 1600 still gets great gas mileage. Around 27 to the gallon.

It still doesn't cost very much.

And it still comes loaded with extras that don't cost extra. Like front disc brakes. 4-speed transmission. Snap-out nylon carpeting. Fully reclining vinyl bucket seats. Deluxe door panels. Glove box. Parcel tray. Storage receptacles. Tinted windows. Whitewall tires. Deluxe wheel covers. Chrome trim. And bumper guards.

Our long list of sporty options is mostly conspicuous by its absence. We offer only four options. Air conditioning. Automatic transmission. Radio/AM or AM/FM. And stereo tape deck. Everything else is already included.

In short, the Corolla 1600 has everything the standard Corolla has. Plus the added advantage of a higher performance, 102 horsepower engine. Which, after all, makes even more sense.



Padded dash with recessed, glow-panel instrument panel (Photo: Seiden and Watson)



102hp, 1600cc engine with higher performance 2-barrel carburetor



Fully reclining vinyl bucket seats.



Roomy rear seat with safety belts.



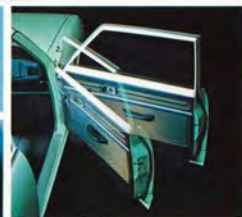
Trunk space sure to surprise you.



4-speed synchromesh transmission.



Optional AM/FM radio.



Doors that open in two stages.



Optional 8-track stereo tape deck.



No-draft ventilation.



Optional automatic transmission.



Optional air conditioner.



Front disc brakes for safety.



Power booster and tandem master cylinders.



Wall storage receptacles.

SPECIFICATIONS

ENGINE

Type: Water-cooled, 4cyl. in line, OHV.
Displacement: 1588c.c., 96.9 cubic inches.
Compression ratio: 8.5 to 1.
Maximum horsepower: 102HP(SAE) at 6000r.p.m.
Maximum torque: 101ft-lb. (SAE) at 3800r.p.m.
Carburetor: Down-draft, 2-barrel carburetor with automatic choke.
Fuel tank capacity: 11.9gallons. (Wagon: 10.6gal.)

ELECTRICAL SYSTEM

Battery: 12 volt 60 amp. hour.

TRANSMISSION

Manual: 4-speed all-synchromesh. Ratio: 1st 3.587, 2nd 2.022, 3rd 1.384, 4th 1.000 rev. 3.484.
Automatic: 2-speed, coupled to torque converter.

REAR AXLE

Ratio: 3.900 to 1—Manual transmission models; 4.111 to 1—Automatic models.

SUSPENSION

Type: Front; independent with coil springs, telescopic shock absorbers, struts, lower wishbones and torsion bar stabilizer.
Rear; semi-elliptic leaf springs and telescopic shock absorbers.

STEERING

Type: Recirculating ball.
Ratio: 18.1 to 1.
Turning radius: 14.8 feet.

BRAKES

Front disc, rear drum—power assisted.

TIRES

Tubeless. 6.15-13, 4PR.

PERFORMANCE

Maximum speed: 105 mph.
Cruising speed: 85 mph.

DIMENSIONS AND WEIGHT

	Sedan	Coupe	Station Wagon
Overall length...	157.5 in.	157.5 in.	157.9 in.
Overall width ...	59.3 in.	59.3 in.	59.3 in.
Overall height...	54.1 in.	53.0 in.	55.3 in.
Weelbase ...	91.9 in.	91.9 in.	91.9 in.
Tread, front ...	49.6 in.	49.6 in.	49.6 in.
Ttread, rear ...	49.0 in.	49.0 in.	49.0 in.
Ground clearance	6.1 in.	6.1 in.	6.1 in.
Curb weight ...	1915 lbs.	1915 lbs.	2000 lbs.

CHASSIS/BODY

Unit construction.

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



Over 850 Toyota dealers offer parts and service in virtually every area of the country.

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TOYOTA MOTOR SALES, U.S.A., INC.
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