

SPECIFICATIONS

ENGINE

Type: 4 cylinder in line OHC
Displacement: 113.4 cubic inches
Compression ratio: 9.0:1
Maximum horsepower: 108 @ 5500rpm
Maximum torque: 117 ft.lbs. @ 3600rpm
Carburetor: Downdraft 2 barrel
with automatic choke

ELECTRICAL SYSTEM

Battery: 12 volt 60 amp hours

TRANSMISSION

Manual: 4-speed all synchromesh
Automatic: 3-speed, coupled to
torque converter

REAR AXLE

Ratio: 3.7:1

SUSPENSION

Type: Front: Independent coil springs
Rear: Semi-elliptic leaf springs

STEERING

Type: Recirculating ball
Turning radius: 15.75 feet

BRAKES

Front disc, rear drum—power assisted

TIRES

Tubeless 4-ply/6.00x13

PERFORMANCE

Maximum speed: 105 mph
Cruising speed: 85 mph

DIMENSIONS, WEIGHT, CAPACITIES

Overall length: Sedan: 166.9 inches;

Hardtop: 166.7 inches

Overall width: 61.8 inches

Overall height: Sedan: 55.1 inches;

Hardtop: 54.5 inches

Wheelbase: 95.7 inches

Curb weight: 2170 lbs.

(with manual transmission)

Fuel tank capacity: 13.2 U.S. Gallons

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.*

TOYOTA
Wire quality oriented



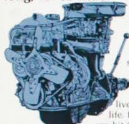
TOYOTA CORONA



Introducing our new Toyota Corona.

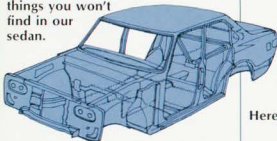


The Toyota Corona 4-door sedan. How our engine does so much, so long, for so little.



One reason, it's a single overhead cam engine. This way it has fewer moving parts, so you get a smoother running and more durable engine. Next, it has 5 main bearings that help it live a longer, more rugged life. It also has 108hp that can hit 105, with a cruising speed of 85. Which means you can drive at the maximum speed limit and still have plenty of power in reserve. But as big as it is on power, it's little on gas. About 25 miles per gallon little.

There are a lot of things you won't find in our sedan.



Because the body on the Toyota Corona is tightly sealed to keep dirt, rain, and noise outside where it belongs. It's also fully undercoated to prevent rust and corrosion.

Here's something that will really stop you.

We've put disc brakes up front. Because your brakes have their heaviest load in front. So we gave you a power braking system with front discs for straight-line stops without fading or swerving.



It's easy to see why our glare-proof instrument panel is outstanding.



Once you sit behind the wheel you'll see that all the controls are easy to reach as well as easy to see. That's so you'll always have control over the controls. At night you'll appreciate our illuminated heater defroster controls. And you'll always appreciate our heavily padded dashboard, convenient tripometer and our anti-theft steering lock.

Our sedan is like a breath of fresh air.



With our flo-thru ventilation system that has a powerful booster fan you always get lots of fresh, outdoor air. Even when your sedan is standing still and all the windows are rolled up.

Here are a few comforting thoughts.



We've given you a lot of room inside. We did this by using curved side glass which made it wider. And a longer wheelbase, which, of course, made it longer. Then with our 3-speed automatic transmission you get fabric-covered bench seats. And with our 4-on-the-floor standard transmission you get fully reclining bucket seats with woven fabric inserts that keep your back cool and dry. (A feature you usually find only in expensive cars.) Next, the front seats adjust 6.3 inches forward and back, so there's plenty of legroom even for six-footers. You also get armrests and wall-to-wall carpeting.



Here we've left ourselves wide open.

If you want to get into the engine compartment the best thing to have is a wide opening hood. So we have it. Next, we have something we hope you'll never need: a trouble light and extension cord.

There are two ways to move out in our sedan.

There's our optional column-mounted 3-speed automatic (pictured). Or our floor-mounted fully synchronized 4-speed stick shift.



If you want to know if you're safe, just look around you.



Inside, the door handles are recessed so they won't catch your clothing. Or you. And the door button will tell you if the door is locked. Or unlocked. There's also an anti-theft steering lock ignition. So once the key is removed, the steering wheel is locked. And it's nice to know that no matter how you put the key in the ignition it will always fit.



Here's something you'll get a lot out of.

That's because you can put a lot into it. You see, our trunk gives you a lot of luggage space. 10.81 cubic feet of it. On top of that the bottom is flat. And to shed a little more light on the subject, a light goes on when you open it.





The Toyota Corona 2-door hardtop. Here's more power to you.



Our hardtop has a single overhead cam engine. The type usually found in racing cars. It has a 108hp engine so it does the standing start quarter mile in 18.3 seconds. And it still gives you around 25 miles to each gallon of gas. Our car can also maintain a cruising speed of 85mph, which makes cruising at the maximum highway speeds no effort at all.

Our seats don't just sit there.

We have fully reclining bucket seats with head restraints. You can relax in many different positions. From a lounge chair position to a flat-on-your-back-leave-me-alone position.



Now you can slip into something comfortable.

We made our 2-door hardtop very comfortable inside. But we felt that wasn't enough. We wanted you to be comfortable getting into it. That's one reason we made our hardtop doors 8.2 inches wider. And since our doors have a wide 2-stage opening angle, you can get in safer.



When it come to fresh air, here's where we come in.



This is the ventilation louvre on the lower dash. It's part of our flo-thru ventilation system that brings in fresh air. But what comes in must go out. So we put outlets in the back. Which should help you breathe a lot easier.

We're easy to handle.



That's because the Corona's suspension, wider track, and ideal weight distribution lets you handle the car. Rather than the car handling you. And our power braking system with front discs gives you straight-line stops without fading or swerving. We also have a 31.5 foot turning circle which lets you turn on a dime. Almost.

We do a lot to keep things quiet.



Now we don't want to make a lot of noise about it, but we do have a sound-deadening body construction. In fact, our hardtop is so tightly sealed it keeps all the rain, dirt and noise outside. Which keeps everything inside the way it should be. Nice and quiet.

Our back seats can do the job lying down.



Our back seat folds down flat to give you extra luggage room. And the partition behind the back seat can be taken out to give you even more room for your even more important luggage. Like your skis. Or bass drum.

Be a sport automatically. Or you can work at it.



With our Corona hardtop you can get the optional 3-speed automatic transmission with the controls mounted in a handsome console. Or if you'd rather shift for yourself there's our standard 4-speed fully synchromesh transmission.

Our steering column is a safety feature.

That's because we've designed our steering column so it will collapse on impact. For greater safety we also gave you a power braking system, harness type seat belts in front and across-the-middle type seat belts in back. We've even added large, easy-to-see rear signal lights. But then, we've also taken something away. The front wind vents so that you can see better. All in all, our Toyota is as safe as it is sturdy. And it's very sturdy because of our strong unit body construction with impact absorbing front sections.



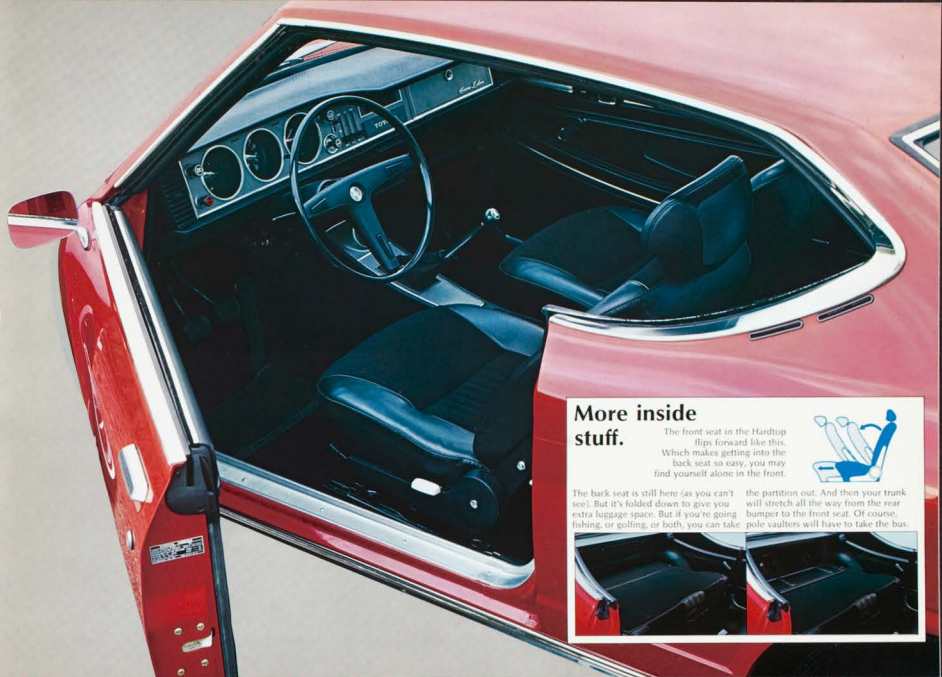
Inside our Corona Sedan.

First off, with our sedan you have a choice of 4-on-the-floor standard transmission with bucket seats. Or our optional 3-speed automatic transmission with bench seats. Our bucket seats are fully reclining. And our bench seat can seat 2 people with room left for a child's car seat in between. Now the moment you step into a Toyota Corona you'll step on our plush nylon wall-to-wall carpeting. When you sit back you'll sink into our lush vinyl, foam-cushioned seats. Once seated you'll feel even more secure with our harness type seat belts in front. And your passengers can secure themselves with our across-the-middle type seat belts in back. These are standard equipment on the Toyota Corona. And, of course, all the other government required safety features are standard and included in Toyota Corona's low, low price. So when you step into a Corona sedan, you're really putting your foot down on comfort, luxury, and safety.



Inside our Corona Hardtop.

To begin with, our hardtop has large doors that open so wide you can almost get in two at a time. We also have a very new and exciting feature: A front seat that flips down and slides out of the way in one motion. That's right. The front seat flips forward to make getting into the back seat easier. Of course, to keep our sporty hardtop sporty, we made it with bucket seats. Fully reclining bucket seats so you'd be comfortable as well as sporty. And to make sure you'd be completely secure in our seats we've put in front and back seat belts. You also have your choice of transmissions. A stick shift. Or our optional 3-speed automatic transmission with the controls mounted in a handsome console. If you want, you can even add an AM/FM radio, air conditioner, or built-in stereo tape player. All in all, our hardtop has as much going for it on the inside as it does on the outside.



More inside stuff.

The front seat in the Hardtop flips forward like this. Which makes getting into the back seat so easy, you may find yourself alone in the front.



The back seat is still here (as you can't see). But it's folded down to give you extra luggage space. But if you're going fishing, or golfing, or both, you can take the partition out. And then your trunk will stretch all the way from the rear bumper to the front seat. Of course, pole vaulters will have to take the bus.





- 1 Our glare-free instrument panel doesn't glare back at you. 2 An electric clock to tell you when you're late. Or early. Or on time.
- 3 This knob turns your headlights on. And off.
- 4 We also added a windshield washer to wash your windshields. 5 A cigarette lighter that's out of the way until you need it.
- 6 Our heater/defroster and ventilation louvre keeps you warm, defrosted and full of fresh air.
- 7 We've added something else we hope you'll never have to use: a tool and jack set.
- 8 You also get a locking glove box for your flashlight, or maps, or gloves. And a handy, easy-to-reach undertray.
- 9 We've put armrests all around.
- 10 We added something we hope you'll never have to use: a 4-light flasher system for emergencies.
- 11 An independent fuse box to protect your electrical system. 12 Our headlights are individually fused so they can't go out at the same time.
- 13 We've got bright backup lights so everyone can see you going back better.
- 14 You can get our 4-speed synchromesh manual transmission (pictured). Or our optional 3-speed automatic transmission.
- 15 And rubber bumper guards to protect your bumpers from someone else.
- 16 Our outside door handles are recessed for the same reason. And besides, it looks better. 17 The subject is wheels. And we've covered the subject very well.
- 18 Our transistorized radio (optional) is available in AM or AM/FM. 8-track stereo tape deck (optional) is available.
- 19 Factory installed air conditioner (optional) is available.
- 20 We've put in one-piece side windows so you could see better.



If one picture is worth a thousand words, you have only to see our factory to see why our car is quality through and through. That's because our factory is equipped to inspect and check each and every part automatically for accuracy and exact measurement. Then we have inspectors who inspect and check each and every part by hand, and then test it for performance and endurance. A total of several hundred individual tests. For example, Our transmissions are checked part by part. Gear by gear. Then each part of each gear is checked. After which each transmission is given a performance test so when it leaves this section of our quality control department it's all quality. In fact, before it leaves the assembly room it's wrapped in clean, clear plastic so it stays dust-free as it moves down the production line. The entire car is cold tested in temperatures as low as 40° below zero. Even spark plugs have to be perfect. If they don't meet our rigid specifications, they don't go into the car. Needless to say, we're very picky. But then, if we weren't, you wouldn't pick us.

Toyota Corona has won many friends all over the world in its 5½-year life. It's been accepted by people like yourself for its thoroughly practical value. You see, we believe it's the totality of a design that really counts, not just individual innovations. However, we haven't turned our backs on technical development. In fact, in the United States, Toyota has truly proven the effectiveness of innovative design and quality construction by rising from 20th place to second place in import sales. That's right. A few years ago we were pretty far down the list. But as more and more people started appreciating our Toyota more and more, we became the second largest selling import in the nation. And we're going to keep improving. Because today we're being sold by about 850 Toyota dealers coast to coast. But that's not all. We also have six huge parts depots conveniently located across the country. So if you should need any parts, you can get them quickly. And our dealers send their service people to our six service training schools. So you can rely on the nearest Toyota service department to keep your Toyota running free of trouble. Anywhere you are. Everywhere you go.



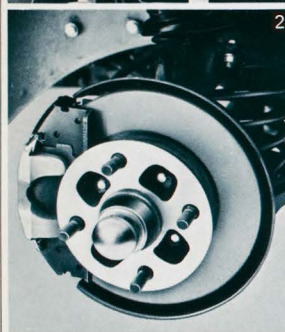
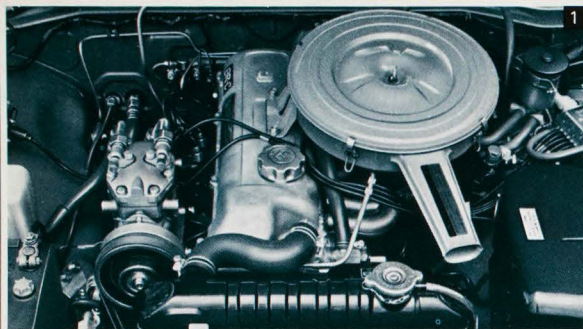
Parts and service available coast to coast.





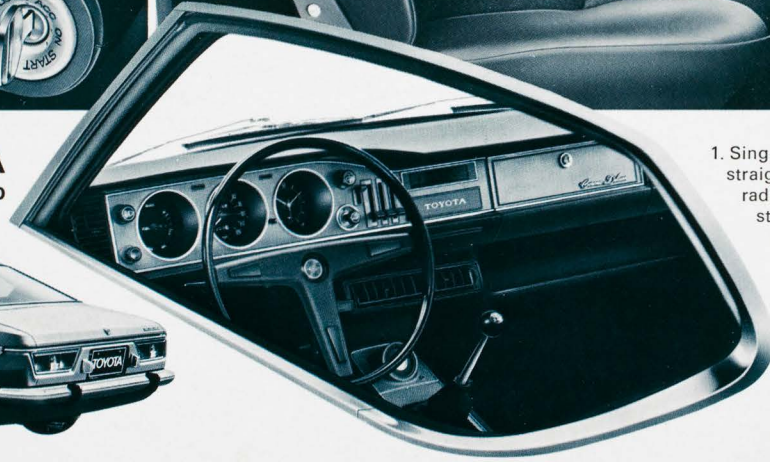
TOYOTA CORONA 2-door Hardtop





TOYOTA CORONA

2-door Hardtop



1. Single OHC 108 hp engine with 5 main bearings. 2. Front disc brakes for straight line stops without fading or swerving. 3. Optional transistorized radio (AM or AM/FM) and 8-track stereo tape deck. 4. Ignition switch/steering lock. 5. Fully reclining type front bucket seats with 3-point (harness) type seat belts. 6. 7. 8. The back seat is folded down to give you extra luggage space. And then your trunk will stretch all the way from the rear bumper to the front seat.

SPECIFICATIONS

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 Maximum torque: 117 ft.-lb at 3600 rpm.
 Carburetor: Down-draft 2-barrel with automatic choke.

ELECTRICAL SYSTEM
 Battery: 12 volt 60 amp. hr.

TRANSMISSION

Manual: 4-speed all-synchromesh.
 Automatic: 3-speed coupled to torque converter.

REAR AXLE
 Ratio: 3.7 to 1.

SUSPENSION

Type: Front; Independent coil springs.
 Rear; Semi-elliptic leaf springs.

STEERING

Type: Recirculating ball.
 Turning radius: 15.75 feet.

BRAKES: Front disc, rear drum.
TIRES: Tubeless. 6.00x13, 4 PR.

PERFORMANCE

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

DIMENSIONS, WEIGHT & CAPACITIES

Overall length: 166.7 inches.

Overall width: 61.8 inches.
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 Curb weight: 2170 lbs.
 Fuel tank capacity: 13.2 gallons.
CHASSIS/BODY: Unit construction.

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TOYOTA

We're quality oriented

TOYOTA MOTOR SALES, U.S.A., INC.
 2055 West 190th Street, Torrance,
 California 90501