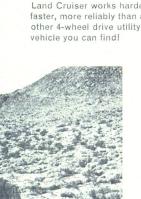




Toughest in the world! Whatever the job, the Toyota Land Cruiser works harder, faster, more reliably than any other 4-wheel drive utility vehicle you can find!



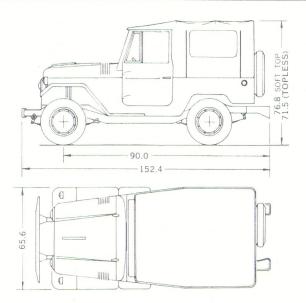
Mountain, desert, rock or river bed-Toyota takes you where you want to go! Drive through swamp, over sand or snow, up steep 67% grades to those out-of-the-way, hard-to-get-to fishing, hunting and camping grounds!



Turnpike speed! Drive all day at 85 MPH on the highway. When you run out of road, don't stop, just switch into 4-wheel drive and keep on going!



Loaded for bear! With the rear seats folded, you can load the Toyota Land Cruiser with more than a half ton of equipment and still have room up front to seat three husky men comfortably!



SPECIFICATIONS

PROFINE Type 6 cyl, in line OHV Bore and Stroke 3.54 x 4.00 inches Displacement 237.3 cubic inches Compression Ratio 7.5:1 Maximum Horsepower 135 in 3800 rpm Maximum Torque 217 ft. lb. in 2000 rpm Carburetor Down draft single barrel Fuel Tank Capacity 15.5 U. S. gallons Cooling System 17.6 quarts	STEERING Type Worm and sector roller Gear ratio 21:1 Turning radius 17 feet BRAKES Hydraulic, 4 wheels Braking surface 183 square inches TIRES 7.50 x 15, 4-ply PERFORMANCE
Crankcase Refill 5 quarts Battery 12 volt 50 amp hour	Maximum speed
Alternator CLUTCH Type. Dry single plate with torsion rubbers Facing Diameter 10.8 inches Facing Area 111 square inches Transmission 3 speed; synchromesh 2nd and 3rd Transfer. 2 speed helical gear sliding type AXLE Front Full-floating hypoid Rear Semi-floating hypoid Ratio. 4.11:1 SUSPENSION Type Leaf spring, hydraulic shock absorbers	DIMENSIONS AND WEIGHT 152.4 inches

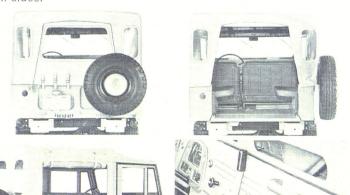
STANDARD EQUIPMENT Hi-Lo Range 4-wheel drive · Hydraulic Clutch · Oil and Amperage Gauges · Oil-Bath Air Filter · Oil Filter · Reinforced Oil Pan · Complete Set of Tools · Locking Tool Box · Outside Rear-View Mirror · Dual Electric Windshield Wipers · Hub Caps · Dual Horns · Complete Vinyl Top, Doors, Side and Rear Curtains on Vinyl Cloth Top Models · Windshield Ventilator · Side Cowl Ventilators · Adjustable Driver's Seat · Seat Belts · Safety Straps

The tough ones come from Toyota—3rd largest manufacturer of commercial vehicles in the worl



Here is the machine that has revolutionized 4-wheeling around the world. From the snub-nosed hood that houses TOYOTA'S BIG SIX cylinder, 135 hp powerhouse-on through its stocky, tanktough body and underside and heavy-hinged tailgate and rear-hung spare—the TOYOTA LAND CRUISER is built for bruising service. It has 9 forward, 3 reverse gear combinations . it climbs 67% steep grades . it cruises 85 mph all day . And its rugged strength takes a beating no other rigs can withstand.

The TOYOTA LAND CRUISER Vinyl Cloth Top is a twin brother to the HARDTOP. Today, the canvas has been replaced by a new, tougher, more flexible VINYL top that is far more weathertight, fits better, looks better-and gives your TOYOTA wide visibility on all sides.



TOYOTA LAND CRUISER **TOPLESS** FJ401



For the man who needs no top, or carries bulky gear, supplies, or equipment, TOYOTA has introduced the new TOPLESS model. In addition to the top, the bows, doors and side-curtains