

What makes Toyota the small car specialist?

The largest roster of small cars and trucks you'll find under one dealer's roof (2-doors, 4-doors, wagons, pickups, 4-wheel drives and 5-speeds).

And each has a character all its own. With special features you don't find standard on most cars, small or otherwise. Like the 5-speed transmission on the Corolla S-5 and SR-5, Corona SR and Celica GT. Or the extra-long bed on one of the half-ton pickup trucks. Or fully reclining bucket seats on all car models. Or the 6-cylinder engine on the Mark II. Or roll bars and skid plates on the Land Cruiser. There's even an Electro Sensor Panel (ESP) on the Corona hardtops that constantly monitors

eleven key systems of your car to help take some of the worry out of driving.

When it comes to testing, prototypes of every single model go through extensive mechanical, design and safety checks before they ever go into production.

And when it comes to service, nearly 1,000 dealers stand behind every Toyota sold. In all 50 states. And one of the longest service intervals in the industry. Six months or 6,000 miles.

Oh, yes, there's one thing more that makes us small car specialists. Forty years' experience making small cars.

TOYOTA
Small car specialists for 40 years
 Toyota Motor Sales, U.S.A., Inc.
 2055 West 190th Street, Torrance, California 90504

Mark II



TOYOTA



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Mark II. It's like a big car

Before we discuss our Mark II cars, we'd like to talk about the car you now drive.

Chances are, it's either too big (for your budget). Or too small (for your body).

In either case, you're probably looking for a new car. One that both you and your income can live with. Comfortably.

If so, you've come to the right catalog.

Like big cars, our solid Mark II models are big on room and conveniences.

First off, take the room. Mark II is the roomiest car Toyota makes. Which is saying plenty. Because all Toyotas are surprisingly spacious inside.

Second off, take the conveniences.

We put in reclining bucket seats up front. And seats with built-in headrests in back. So every passenger has a comfortable seat.

There's wall-to-wall carpeting to sink your feet into. And radios to sink your ears into. (AM/FM multi-plex on our Hardtop and Wagon.) Power steering standard on all models produced after January '74.

Mind you, we're talking about standard features.

More standard talk: An electric clock. Tinted glass. Peppy 6-cylinder engine. 4-speed manual transmission. Power front disc brakes. 5 MPH recoverable front and rear bumpers.



2 DOOR SEDAN

without big car problems.

Even radial tires are standard on our Hardtop and Sedan.

(Of course, the quality craftsmanship which goes into every Mark II is standard, too.)

With all that, is anything optional?

Not much, obviously. Air-conditioning, stereo tape deck, and an automatic transmission are about all we charge extra for.

Like small cars, Mark II models are easy to get into. And easy to get around in.

By easy to get into, we're talking about money you don't have to spend.

First off, as we pointed out, you don't pay extra for a lot of extras.

Second off, you save on maintenance costs. Because under normal driving conditions the time between recommended maintenance checkups is one of the longest in the industry. 6 months or 6000 miles.

Finally, you'll probably pass gas stations more often in a Mark II than you did in your big car.

Now about this business of easy to get around in.

All Mark II models have a 101.8-inch wheelbase. So they can get in and out of tight spots. Like parking spots.

In short, a Mark II is just the right size if you want something smaller than a big car.

Or bigger than a small car.



4 DOOR SEDAN

Heads it's a car.



Our 5-door wagon. Up front, you'll have a difficult time telling our Mark II wagon from our Mark II car.

Not surprising.

Not when you consider that most everything we put into our cars, we put into our wagon. Reclining front bucket seats. Console mounted 4-speed transmission. Power steering standard effective with January '74 production. Semi-pantograph windshield wiper for a bigger swipe on the driver's side.

Everything.

So you might say our wagon is one luxurious car. Depending on how you look at it.



Tails it's a wagon.

In back, our wagon is just that. A hard working wagon. Fold down the rear seats, and you have loads of cargo space at your disposal.

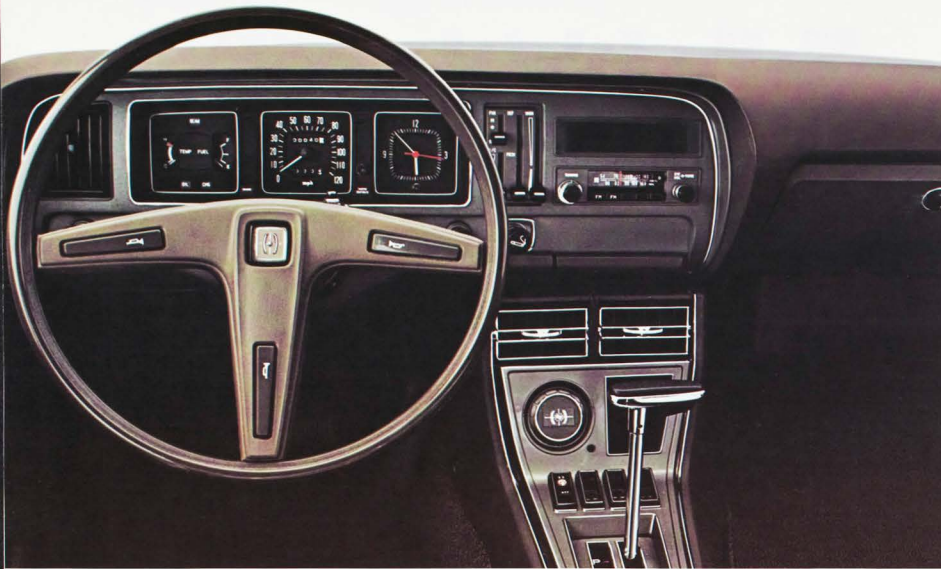
While you're back here, note the built-in electric rear window defogger.

And the leaf spring rear suspension system. Which gives our wagon a smooth, car-like ride.

It just goes to show you. Toyota puts more into their vehicles. All the way around.



5 DOOR STATION WAGON



When almost everything is standard...

- Power steering on all models (effective January '74 production)
- Reclining front bucket seats
- Radial tires (4-door sedan and Hardtop)
- Deluxe wheel covers
- AM/FM multiplex radio on Hardtop and Wagon.
- Electric clock
- Wall-to-wall carpeting
- Built-in headrests on back seats and fold-down center armrest (except Wagon)
- Double-stitched brocade fabric on all seats (all vinyl on wagon)
- Console with 4-speed, parking brake lever, and air-conditioning outlets
- Wide-sweep windshield wiper on driver's side for greater visibility
- Tinted glass
- Adjustable front head restraints
- Flo-thru ventilation
- Heater/defroster
- Power front disc brakes
- Electric rear window defogger
- Intermittent action windshield wipers

Safety equipment

- Safety inter-lock front seat belts
- 5 mph recoverable front and rear bumpers
- Collapsible steering column
- Side door guard reinforcement
- Padded dash and assist grips
- Instrument panel light dimmer switch
- Steering column lock with ignition switch
- 4-way hazard warning light

Some accessories shown, optional at extra cost. The policy of continual improvement in design and manufacture requires that specifications, equipment and prices be subject to change without notice.

Almost nothing is optional

- 3-speed automatic transmission
- Air conditioning
- AM/FM search type radio
- 8-track stereo tape deck

Specifications:

ENGINE:

Type: water cooled, 6-cyl. in-line, SOHC, 7-main bearings.
Bore and stroke: 3.15 x 3.35 in.
Displacement: 256.3cc
Compression ratio: 8.5:1
Maximum horsepower: 122 HP @ 5200 rpm (SAE net)
Maximum torque: 141 ft/lb @ 3600 rpm (SAE net)
Carburetor: Downdraft 2 barrel with automatic choke
ELECTRICAL SYSTEM:
12 volt, 70 amp/hr battery (except Calif. station wagons)
LUBRICATION SYSTEM:
Full-pressure, force-feed type lubrication by trochoid pump
Replaceable cartridge type oil filter. Oil capacity with filter: 5.6 qts.

CLUTCH:

Single dry plate with diaphragm spring and hydraulic actuation, 9-inch diameter.

TRANSMISSION:

Manual: 4-speed synchromesh floor mounted shift lever
Ratios: 1st 3.570
2nd 2.081
3rd 1.397
4th 1.000
(Reverse) 4.399
Automatic: Optional 3-speed with torque converter, floor mounted shift control
Ratios: (Low) 2.400
(Intermediate) 1.479
(Drive) 1.000
(Reverse) 1.920

REAR AXLE:

Type: semi-floating hypoid
Ratio: 3.909

SUSPENSION:

Type: Front: upper and lower wishbones, coil springs, telescopic shocks, anti-sway bar

Rear: 4 longitudinal links with coil springs, telescopic shocks and lateral track bar (Hardtop and sedan). Leaf springs and telescopic shocks (wagon).

STEERING:

Type: Power steering standard on all models produced after January 1, 1974.
Turns lock-to-lock: 4.5
Turning diameter: 39.4 feet

BRAKES:

Type: Power assisted front disc/rear drum hydraulic with tandem master cylinder
Disc diameter (front): 10.6 in.
Drum diameter (rear): 9.0 in.

TIRES:

Type: 4-ply tubeless.
Size: Wagon, 6.45 x 14 Hardtop & Sedan
7.5R x 14

DIMENSIONS & WEIGHTS:

Wheelbase: 101.8 in.
Overall length: 179.3 (182.9 Wagon)
Overall width: 64.0
Overall height: 55.1 (Sedan & Hardtop)
56.7 (Wagon)
Trunk width: Front: 53.5 in.
Rear: 53.0 in.

Curb weight:

2820 lbs. (Sedan & Hardtop—manual trans.)
2840 lbs. (Sedan & Hardtop—auto. trans.)
2890 lbs. (Wagon—manual trans.)
2910 lbs. (Wagon—auto. trans.)

CAPACITIES:

Fuel tank: 15.8 gallons
14.5 (Wagon)
Oil: 5.5 quarts
Cooling system: 11.4 quarts

CHASSIS/BODY:

Unit construction