

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

Corona



SR HARDTOP



2-DOOR HARDTOP



2-DOOR SEDAN



4-DOOR SEDAN



5-DOOR WAGON



TOYOTA



E414-CA-323-R1 (2-74)
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How to give up a big car without giving up safety, comfort and style.



In the year of the small car, Toyota announces the all new Corona. It's designed for people who like the way a big car feels. But not the way a big car costs. Because even though the solid '74 Corona is stingy with gas, it's generous with a lot more:

Safety. Doors and fenders are reinforced with heavy steel. Controls are clustered on the steering column, so your hands seldom have to leave the wheel. The new Corona's front and rear bumpers are designed to absorb the impact of a 5 MPH collision. And there's plenty of visibility through the wide rear window.

Comfort. With high back reclining bucket seats. And more head and shoulder room than we've ever fit in a Corona before. And a smoother ride, because we lengthened the wheelbase and improved the suspension. And more quiet, because we insulated the seats from the floor and heaved up the driveline to cut vibration. And better handling, thanks to variable ratio steering (new),

bigger tires (new), and bigger brakes (new). All to make driving more comfortable, especially during long trips.

Style. Outside, the Corona's clean European lines. Inside, more standard features than ever before. An electric rear window defogger. A more accurate "tuning fork" clock. And, on the Corona SR Hardtop, a full console, AM/FM radio, radial tires and a five forward speed transmission. For starters.

With all the innovations and improvements we've engineered into the 1974 Corona, we probably shouldn't even call it "Corona."

Except that the Corona's old virtues of dependability, durability and good mileage haven't changed.

There are five new Coronas to choose from. The SR Hardtop, 2-Door Hardtop, 2-Door Sedan, 4-Door Sedan and 5-Door Wagon. Give up a big car for any one of them. And you won't be giving up much.

4-DOOR SEDAN





The Corona Hardtops with something no big car has: ESP

ESP—our Electro Sensor Panel—shows the kind of thinking behind our new family of Coronas. It's innovative. Practical. And standard on both Corona Hardtops.

No big car has it. Even as an option.

ESP is designed to constantly monitor 11 service areas, even while the car is moving, so you won't have to worry about getting them checked. When something needs attention, a red light starts flashing. Stop the car and check the overhead panel—a smaller light will pinpoint the problem. Before it gets expensive.

ESP warns you if...

...you only have a few hundred miles before your brake pads need replacing; the radiator reserve tank is low; the oil level is low; brake fluid is low; the battery needs water; windshield washer fluid is low; the brake vacuum booster is still effective, but losing pressure; a brake, tail, head or license light goes out.



ESP even monitors itself—start the car and the whole panel lights momentarily to show it's working.

ESP is the kind of engineering breakthrough you'd expect from people who've been small car specialists for 40 years. And just the beginning of what the Corona Hardtops have to offer.

The Corona SR, for instance, comes with a five forward speed transmission. Standard. Fifth gear is like over-drive—easy on gas and the engine.

It also features radial tires, styled steel wheels, an electric tachometer, clock, AM/FM radio, an electric rear window defogger, carpeting, and high back reclining bucket seats. All standard.

If you want just about everything the SR has except the 5-speed transmission and radial tires, choose the 2-Door Hardtop. It comes with a 3-speed automatic transmission. Standard, of course.

Some accessories shown, optional at extra cost.



SR HARDTOP



Look what you don't have to give up when you give up a big car.

Options:

- 3-speed automatic transmission (all except SR Hardtop; standard on 2-Door Hardtop)
- 8-track stereo.
- Fresh-air-blending air conditioner with 3-speed fan (integrated with heater system).
- AM/FM radio (standard on SR Hardtop)
- AM radio. (N.A. on SR Hardtop)

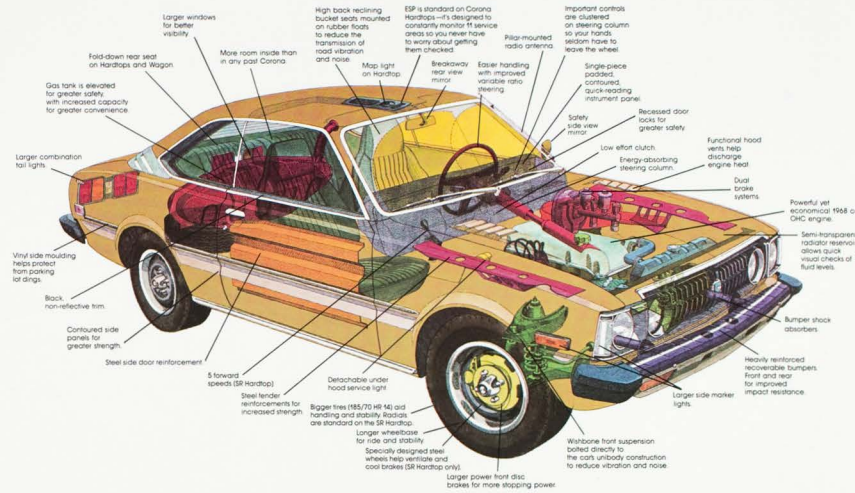
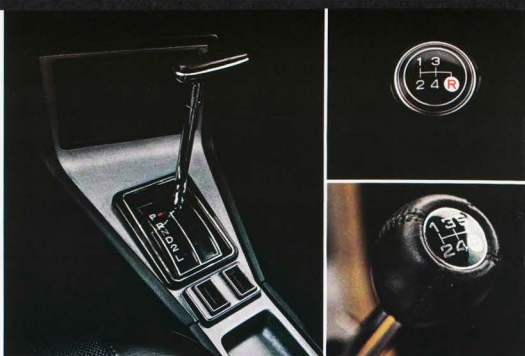
Standard Features:

- ESP (Standard only) - Radial tires (SR Hardtop only)
- Power front disc, rear drum brakes - Electric rear window defogger - Electric "tuning fork" clock
- 5-speed manual transmission (SR Hardtop)
- 4-speed manual transmission (all models except Hardtops) - Tachometer (SR Hardtop only) - 3-speed automatic transmission (2-Door Hardtop only) - Full wheel covers and white sidewall tires (N.A. SR Hardtop) - High back reclining bucket seats - Power boosted flow-thru ventilation - Fold-down rear seat (Hardtops and Wagon) - Rear seat heat ducts (Hardtops only) - Protective body side moldings - Door-operated courtesy lights - Tool kit - Touch-up paint - Independent front suspension - Reversible ignition and door lock key - Trip odometer - Heater/defroster with 3-speed fan - Glove compartment light - 2-stage door opening - Padded armrests - Cigarette lighter - Parcel tray under dash on models without air conditioning - Variable ratio steering - Wall-to-wall carpeting - Full center console with arm rest (Hardtops only) - Short center console (Sedan and Wagon) - Lined trunk - Vinyl upholstery front and rear seats - Unit body construction - Locking glove compartment - 2-speed washer/wipers - Inside hood release - Anti-rust undersealant - Simulated leather wrapped steering wheel (SR Hardtop) - Styled steel wheels (SR Hardtop).

Standard safety equipment:

- Collapsible steering column - Steering column lock with ignition buzzer - Padded dash and safety assist grip - Safety interlock, front, standard rear seat belts - Recessed interior door handles (double locking rear doors on 4-door sedan and wagon) - Break-away rear view mirror - 5 MPH recoverable front and rear bumpers - Fire retardant materials for interior soft trim - 4-way hazard warning lights - Door-open warning lights - Centrally clustered controls and instruments - Steel side door reinforcements - Steel front fender reinforcements.

Some accessories shown, optional at extra cost.



<p>ENGINE</p> <p>Type: 4-cyl. in-line SOHC Displacement: 196cc Compression ratio: 8.5:1 Horsepower: 97 HP at 5600 rpm (SAE net) Torque: 106 ft. lb. at 3600 rpm (SAE net) Carburetor: Downdraft 2-barrel, automatic choke.</p> <p>ELECTRICAL SYSTEM</p> <p>Battery: 12 volt, 50 amp/hr</p> <p>TRANSMISSIONS</p> <p>Manual: 4-speed synchromesh Ratios: (1st) 3.579 (2nd) 2.081 (3rd) 1.397 (4th) 1.000 (reverse) 4.399</p> <p>Manual: 5-speed synchromesh Ratios: (1st) 3.287 (2nd) 2.043 (3rd) 1.397 (4th) 1.000</p>	<p>(5th) 0.853 (reverse) 4.039</p> <p>Automatic: 3-speed Ratios: (Low) 2.450 (Intermediate) 1.450 (Drive) 1.000 (Reverse) 2.220</p> <p>REAR AXLE</p> <p>Type: Semi-floating hypoid gear drive Ratios: 3.909 (4-Spd Manual) 4.100 (3-Spd Automatic and 5-Spd Manual) 4.111 (Wagon with 3-Spd Automatic)</p> <p>SUSPENSION</p> <p>Type: Front: Independent with coil springs and wishbones. Double acting hydraulic telescopic shock absorbers.</p>	<p>Rear: Leaf springs and telescopic shocks.</p> <p>STEERING</p> <p>Type: Recirculating ball Ratio: 19.5/23.5:1</p> <p>BRAKES</p> <p>Type: Power front disc, rear drum Diameter: Front disc: 10.5 Rear drum: 9.0</p> <p>TIRES</p> <p>Type: 4-ply rated tubeless whitewall Size: 878 x 14 SR Hardtop: 185/70 HR 14 radials</p> <p>CAPACITIES</p> <p>Fuel tank: 14.5 gal Oil: 5.3 qts. Cooling system: 8.4 qts.</p> <p>DIMENSIONS AND WEIGHTS</p> <p>Wheelbase: 98.4 in. Overall length: 171.9</p>	<p>(Wagon) 174.9 Overall width: 63.4 in. 63.8 (Hardtops) Overall height: 55.1 in. (2-door and 4-door Sedan) 54.1 (Hardtop) 56.3 (Wagon)</p> <p>Tread width: Front: 53.0 Rear: 52.0</p> <p>3.3:2 (Wagon)</p> <p>Curb weights: 2370* (2-door Sedan—manual trans.) 2420* (4-door Sedan—manual trans.) 2465 (2-door Hardtop—auto. trans.) 2530 (SR Hardtop—5-speed manual trans.) 2540* (Wagon—manual trans.) *Add 10 lbs. for auto. trans.</p> <p>CHASSIS/BODY</p> <p>Unit construction</p> <p>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.</p>
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Now big car owners have something new to turn to. Introducing the all-new Corona 2-door Standard Sedan.

Toyota announces the most economical Corona of all. The all-new Corona 2-door Standard Sedan. It's built to give you the feel of a big car, without big car costs. And while it's stingy with gas, it's generous with a lot more:

Safety: Doors and fenders are reinforced with steel. Controls are clustered on the steering column, so your hands seldom have to leave the wheel. The new front and rear bumpers are energy-absorbing and recoverable. There's plenty of visibility through the rear window which also features an electric defogger.

Comfort. With high back reclining bucket seats, wall-to-wall carpeting. And more head and shoulder room than we've ever



fit in a Corona before. And a smoother ride, because we lengthened the wheel-base and improved the suspension. And more quiet because we insulated the seats from the floor. And better handling, thanks to variable ratio steering and power front disc brakes. Plus power boosted flo-thru ventilation.

All to make driving more comfortable, especially during long trips.

Style. Outside, the Corona's clean European lines, styled grille and whitewall tires give it a look you'll be pleased with for years to come.

Try it. You won't miss your big car as much as you think.



Look what else you don't have to give up.

Options:

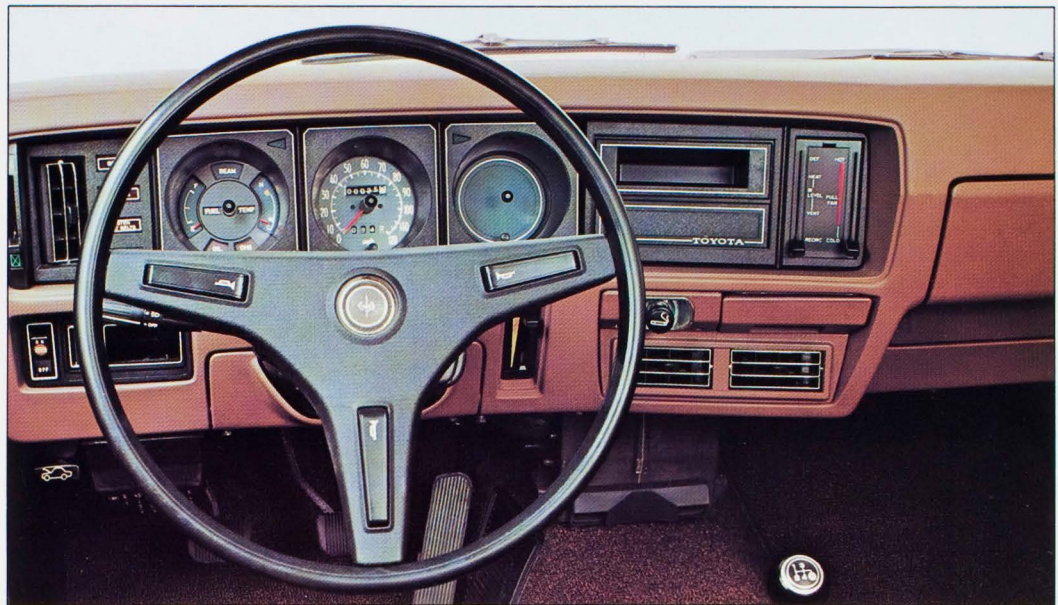
3-speed automatic transmission
8-track stereo
Fresh-air-blending air conditioner with
3-speed fan (integrated with heater system).
AM/FM radio
AM radio

Standard Features:

Power front disc, rear drum brakes • Electric rear window defogger • 4-speed manual transmission • White sidewall tires • High back reclining bucket seats • Power boosted flow thru ventilation • Door operated courtesy lights • Touch-up paint • Independent front suspension • Reversible ignition and door lock key • Trip odometer • Heater/defroster with 3-speed fan • 2 stage door opening • Padded armrests • Cigarette lighter • Variable ratio steering • Wall-to-wall carpeting • Vinyl upholstery, front and rear seats • Unit body construction • 2-speed washer/wipers • Inside hood release.

Standard Safety Equipment:

Collapsible steering column • Steering column lock with ignition buzzer • Padded dash • Safety interlock in front, standard rear seat belts • Recessed interior door handles • Break-away rear view mirror • Recoverable front and rear bumpers • Fire retardant materials for interior soft trim • 4-way hazard warning lights • Door-open warning light • Centrally clustered controls and instruments • Steel side door reinforcements • Steel front fender reinforcements • Bumper guards shown, required in some states.



Specifications:

ENGINE:

Type: 4-cyl. in-line SOHC
Displacement: 1968cc
Compression ratio: 8.5:1
Horsepower: 97 hp @ 5500 rpm (SAE net)
Torque: 106 ft./lb. @ 3600 rpm (SAE net)
Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM:

Battery: 12 volt, 50 amp/hr

TRANSMISSIONS:

Manual: 4-speed synchromesh

Ratios: (1st)	3.579
(2nd)	2.081
(3rd)	1.397
(4th)	1.000
(Reverse)	4.399

Automatic: 3-speed

Ratios: (Low)	2.450
(Intermediate)	1.450
(Drive)	1.000
(Reverse)	2.220

REAR AXLE:

Type: Semi-floating hypoid gear drive
Ratios: 3.900 (4-Speed Manual)
4.100 (3-Speed Automatic)

SUSPENSION:

Type: Front: Independent with coil springs and wishbones. Double acting hydraulic telescopic shocks.
Rear: Leaf springs and telescopic shocks.

STEERING:

Type: Recirculating ball
Ratio: 19.5/23.5:1

BRAKES:

Type: Power front disc, rear drum

TIRES:

Type: 4-ply rated tubeless whitewall
Size: 6.45x14

CAPACITIES:

Fuel tank: 14.5 gal.
Oil: 5.3 qts.
Cooling system: 8.4 qts.

DIMENSIONS:

Wheelbase: 98.4 in.
Overall length: 171.9
Overall width: 63.4 in.
Overall height: 55.1 in.
Tread width: Front: 53.0
Rear: 52.0

CHASSIS/BODY:

Unit construction

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

Bumper guards shown, required in some states.