

Value. Built in, not added on.

Value is a car that goes through extensive mechanical, design and safety tests. Before it ever goes into production.
Value is a car that is long on standard features. And short on options.
Value is a car that is designed to go six

months or 6000 miles between recommended maintenance checkups.
Value is a car that has over 900 dealers behind it in all 50 states.
Value is a car that gets good gas mileage.
Value is a Toyota.



TOYOTA

See how much car your money can buy.

Toyota Motor Sales, U.S.A., Inc., 2055 West 190th Street, Torrance, California 90504



Our cars aren't the same, either.

TOYOTA

Corolla. The thrifty Toyota.

For people who like to save things. Like money and gas.

1600 Wagon

For people who want to be thrifty without being small. This one starts big and gets bigger when the back seat folds down. Carpeted, too.

S-5

For people who know the advantages of five forward gears. Cruising at lower rpm in fifth is good. Same good looking standard features, too. Including an AM radio.

1600 Coupe

For people who want simple transportation that doesn't look it. With a wood-like steering wheel, shift knob, and reclining bucket seats. Optional automatic transmission.

1600 4-door Sedan

For people who want all the convenience of four doors, with recessed safety locks and handles. Plus some extra comfortable, standard equipment.

1200 2-door Sedan

For people who want to pay the lowest possible sticker price and not get a bare car for their money. Very thrifty. An independent laboratory test showed our '73 model to average 30 mpg.

1600 2-door Sedan

For people who want two-door styling without giving up room to get it. Comes with an efficient hemi-head engine and the usual big load of standard equipment.

Standard equipment.

4-speed full synchromesh transmission
Reclining bucket seats with head restraints

F10-F16 ventilation
Tinted glass on 1600 (Wagon—windshield and door windows only)
Reversible key for door & ignition
Electric rear window defogger (all except 1200)

Revolvable trip odometer (all except 1200)
Headset dialer with 2-speed fan
Tear kit and touch-up paint
Fold-down rear seat on station wagon
Glove compartment light
Spare tire recessed into floor of trunk (except wagon)

2-stage door opening
Touch-up paint (all except 1200)
Cigarette lighter
Rear utility storage pocket (1600 coupe only)
Wash-to-wax spray-out carpeting (all except 1200)

White sidewall tires
Deluxe wheel covers (all except 1200)
Deluxe door panels (all except 1200)
Front disc, rear drum brakes

Unit body construction
2-stage "air shield" steering column
Glove compartment
Padded dash
Safety recessed door handles inside and outside
2-speed washer/wipers
Inside hood release
Rearview mirror

OPTIONS

Automatic transmission (all except 1200)
Air conditioning
AM radio (standard on S-5 and S-6-S)
AM FM radio
Three spoke deck

STANDARD SAFETY FEATURES:

Side door guard reinforcement
Simplex 6 & rear energy-absorbing retractable bumpers
Collapsible steering column
Fire resistant material for interior upholstery
4-way hazard warning flasher
Illuminated control knobs (light, wiper and hazard switches)
Safety-anchored front seat belts
Standard rear seat belts
Back-away rear view mirror

S-5 SPECIAL FEATURES

5-speed full synchromesh manual transmission
AM radio
Simulated wood grain console, shift knob, instrument panel and steering wheel
Tachometer
Separate gauges for oil, fuel, and engine temperature
155 5R x 13 radial tires
Mag-style wheel covers
Sporty 5-speed tape stripe

SR-5 SPECIAL FEATURES

5-speed full synchromesh manual transmission
AM radio
Fender flares
Simulated woodgrain shift knob
Simulated instrument panel and steering wheel
Full center console with simulated wood grain trim
Wheels 175, 70-16 x 13 tires
Steel wheel covers (5 1/2 x 13)
Tachometer
Separate gauges for oil, fuel and water temperature
Front stabilizer and shut bars to help reduce body roll

SR-5. The non-conforming Corolla.



A real renegade, the SR-5 moves out with rally stripes, styled steel wheels, fender flares and big 175/70 HR 13 radial tires.

It has a sharp black interior with a woodgrain type panel, steering wheel, shift knob and console. Instrumentation includes a tachometer that red-lines at 6500 rpm, plus separate gauges for oil, fuel and water temperature. Even an AM radio. All pretty snappy, and all standard.



Powered by a 1588cc engine, the SR-5 is off and running with a 5-speed synchro-mesh transmission and 4.111 to 1 rear axle ratio. If you like to drive,

you know the benefits of five forward speeds. Not to mention the fun.

Under it all is a special suspension system: heavy duty front coil springs, large diameter front shocks, large diameter front stabilizer and strut bars. So the SR-5 is quite a handler.

When you get your eyes full of the SR-5 just keep reminding yourself that it's another thrilling Corolla. So you get the usual great economy in a great unusual way.



1600 4-DOOR SEDAN

1600 WAGON

1200 2-DOOR SEDAN

5-5

1600 COUPE

1600 2-DOOR SEDAN

Celica. The racy Toyota.



Celica ST



Celica GT

Two with a wild streak. Our new Celica GT that goes all out with vinyl-wrapped 4-spoke steering wheel and shift knob; 5-speed transmission; styled steel wheels; molded headliner; and big radial tires. And the original Celica ST at a lower price.

Each Celica has its differences. But both have four things in common: Snazzy interiors. Great looking bodies. Sporty performance and economical operation.

We can't exactly call the Celica a sports car. But it comes so close, what else would you call it? Besides terrific.

Standard equipment on both Celicas:

Independent front suspension · Reclining front bucket seats with head restraints
 · Tinted glass · Flow-thru ventilation system w/ booster fan · Separate oil, water and fuel gauges · Electric rear window defogger · Resettable trip odometer · Reversible ignition and door lock key · Tool kit and touch-up paint · Heater/defroster w/ 3-speed fan · Spare tire stored in recessed well · Padded armrests · 2-stage door opening · Glove compartment light · Parcel tray below instrument panel · Cigarette lighter · Wall-to-wall carpeting · 8000 rpm tachometer · Vinyl covering for spare tire and entire trunk floor · Power front disc, rear drum brakes · Unit body construction · Locking glove compartment · Padded dash and assist grip · Recessed interior door handles · Inside hood release lever · Torsion-type stabilizer · Anti-rust undersealant. Instrument panel lighting dimmer control.

Standard safety features:

Steering column lock with ignition buzzer · 2-speed washer/wiper · Side door guard reinforcement · 5-mph front & rear energy-absorbing bumpers · Collapsible steering column · Fire retardant materials for interior soft trim · 4-way hazard warning flasher · Illuminated control knobs (light, wiper & hazard switch) · Safety interlock front seat belts · Break-away rear view mirror.

Standard on the GT:

Short throw 5-speed full synchromesh floor shift · Push button AM/FM radio · Electric clock with full-sweep second hand · Simulated woodgrain console · Vinyl-wrapped 4-spoke steering wheel and shift knob · Simulated walnut instrument panel · 485/70 HR 13 radial ply tires · sporty racing stripes · Styled steel wheels.

Standard on the ST:

Short throw 4-speed full synchromesh floor shift · Push button AM radio · Electric clock with full sweep second hand · Simulated woodgrain console, steering wheel rim and shift knob · Simulated walnut instrument panel · 165 SR-13 radial ply tires · Sporty racing stripes · Mag-style wheel covers.

Optional Equipment: Air conditioning with 3-speed blower · 8-track stereo tape system w/ FM stereo cartridge tuner · 3-speed automatic transmission (ST only).

Some accessories shown, optional at extra cost.



Corona. The brainy Toyota.

The Corona has made so many important advances in safety, engineering and design that it has emerged as a whole new car.

We have Corona Hardtops that do a lot of the thinking for you. They have ESP, An Electro Sensor Panel designed to keep an eye on 11 key service areas at once. If one of them needs attention, the ESP pops a light on to alert you. Before you find out the expensive way.

It's designed to work like this: Check ESP panel when starting your Corona. If your brake fluid level is low, ESP tells you so. If you need oil, ESP warns you. If one of your stop lights burns out, ESP is the first to let you know. Not the man with a traffic ticket. ESP can tell you if your brake pads are wearing thin. And so on.

This innovation is standard equipment on the Corona Hardtops. As if the Corona wasn't smart enough, you'll find even more improvements on the standard equipment list. As if that wasn't long enough.

Corona Standard Equipment:

ESP (Hardtops 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 other models except Hardtops) · Full wheel covers ·



White sidewall tires · Tinted glass (Windshield & door windows only on Wagon) · Service light · Power boosted flow-thru ventilation · Door-open warning lights · Fold-down rear seat (Hardtops and Wagon) · Rear seat heat ducts (Hardtops only) · Tool kit · Touch-up paint · Independent front suspension · Reversible ignition and door lock key · Push button trip odometer · Heater/defroster with 3-speed fan · Glove compartment light · 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 · Unit body construction · Locking glove compartment · Padded dash and assist grip · Recessed interior door handles (double locking rear door on 4-door Sedan and Wagon) · 2-speed washer/wipers · Inside hood release · Anti-rust undersealant · Deluxe steering wheel (SR Hardtop) · Styled steel wheels (SR Hardtop).

Standard Safety Features: 5-mph recoverable front & rear bumpers · Side door reinforcement · Protective body side moldings · Collapsible steering column · Fire retardant materials for interior soft trim · 4-way hazard warning lights · Safety-interlock front seat belts · Break-away rear view mirror · Steering column lock with ignition buzzer.

Corona Options:

3-speed automatic transmission · 8-track stereo · Fresh-air-blending air conditioner with 3-speed fan (integrated with heater system) · AM/FM radio (standard on SR Hardtop and Wagon) · AM radio.



2-DOOR SEDAN



4-DOOR SEDAN

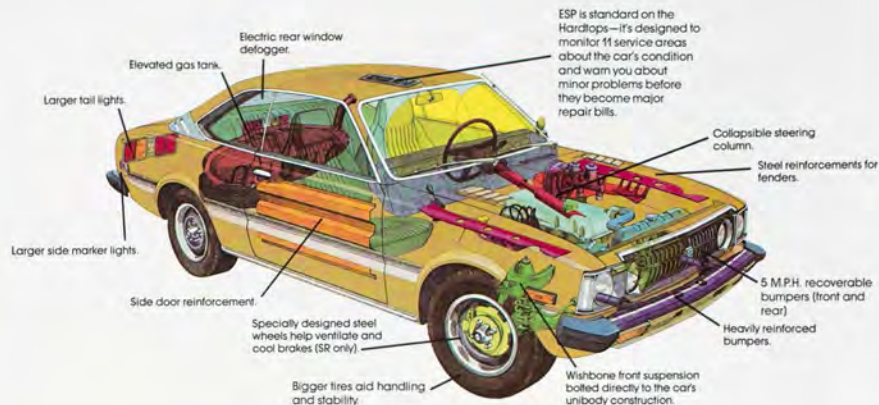


2-DOOR HARDTOP



5-DOOR WAGON

Some accessories shown, optional at extra cost.



ESP is standard on the Hardtops—it's designed to monitor 11 service areas about the car's condition and warn you about minor problems before they become major repair bills.

SR HARDTOP



Mark II.

The plush Toyota

This is the top of the line. Our fancy one. It's like bigger cars when it comes to room and luxury for four passengers. But not like the big cars when it comes to the financial statement.

The Mark II is a beautiful car. But it doesn't have an unreasonable price. It doesn't give you paltry mileage. And most of the luxury extras are already built into the Mark II. We're not saying the Mark II has no options. There's air conditioning, stereo tape deck, automatic transmission, power steering and that's about it.

But when you read the Mark II standard equipment list, get comfortable. Because it goes on and on like this:

Reclining bucket seats in front. Built-in headrests in back and center armrest (except Wagon). Wall-to-wall loop-pile carpeting. AM/FM stereo multiplex radio in the Hardtop and Wagon. An electric clock. Tinted glass. 6-cylinder engine. 4-speed transmission. Power front disc brakes. Double-stitched brocade fabric on all seats (with all-vinyl in the Wagon). An electric rear window defogger. Even radial tires on the Sedan and Hardtop. All standard.

Pretty nice so far? You have to look at the Mark II to see how much more there is to the most.



5-DOOR WAGON



2-DOOR HARDTOP



4-DOOR SEDAN

Half-Ton. The big Toyota.

Big choice.



Toyota gives you a choice of two bed sizes. Our regular Toyota Half-Ton pickup. And our new Long-Bed 2000 which has a longer wheelbase and a longer bed that is actually 7 feet long. Which one you get depends on what you want to haul. In every other way, one's just as big as the other.

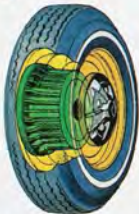
Big cabs.



Both trucks have bigger cabs this year. So you have plenty of room to adjust your seat just the way you like it.

Big tires and brakes.

Both trucks come with whitewall tires, front and rear. And both have big (size) brake drums on all four wheels.



Big list of standard features.

4-speed full synchromesh transmission · Flo-thru ventilation · Glare reducing instrument panel · Large windshield · Door mounted outside rear view mirror · Heater/defroster with 3-speed fan · Snap-out rubber floor mats · Sound

Some accessories shown, optional at extra cost.

reducing material applied to ceiling of cab · Jack w/tool kit and can of touch-up paint · Package undertray · Cigarette lighter · Padded armrests · Vinyl covered seats · Vinyl covered door panels · 3-spoke steering wheel · Dual headlamps · 7.00 x 14 tires (7.50 x 14 rear tires on Long Bed 2000) · 2-Speed electric washer/wiper · Reserve tank for radiator coolant · Recessed door handles · Tie-down hooks encompass cargo deck · Mud guards for rear wheels.

Safety Features: 4-way hazard warning flasher · Impact-absorbing instrument panel & padded dash.

Not very big on options.

You can add an automatic transmission and bucket seats, an AM radio, and 8-track stereo tape deck, and, to go all the way towards making your truck half car, air-conditioning. And that's about all. Everything else already comes with the truck.



Not big at all on gas.

In tests conducted by an independent testing laboratory, our '73 Long Bed 2000 averaged 22 miles per gallon, unloaded.

Not bad for a truck, wouldn't you say?



Land Cruiser. The tough Toyota.



Don't let the soft bucket seats on our hardtop and vinyltop fool you. Our famous Land Cruisers can really play rough. It's a rugged 4-wheel drive machine you can take over puddles, ruts, holes, brush, mud, sand.

The Land Cruiser is constructed of reinforced steel. Put together with nuts, bolts, cotter pins, rivets, welds. And fortitude.

So take it away from traffic and overcrowded campgrounds.

This is the one that gets you out of town. Really out of town.

Standard Equipment on all Land Cruisers:

- 6-cylinder, 138 HP, OHV engine
- 2-speed transfer case (floor lever)
- Steering column ignition switch
- Steering stabilizer
- Retractable front seat belts
- Oil, amp, water temp., and fuel gauges
- Front towing hooks
- Hydraulically-operated clutch
- Extra high wheel wells for easy snow chain installation
- Floor-mounted gear shift
- Foam cushion, vinyl covered front & rear seats
- Tool kit w/ axle-type screw jack and grease gun
- Heater/defroster
- Adjustable driver's seat
- Cigarette lighter
- Power brakes
- Skid plates
- Heavy-duty battery (70 amp hr.)

- 7.60 x 15 4-ply rated tube-type tires
- 2-speed washer/wiper
- Clear plastic clutch & brake fluid visual reservoirs
- Outside rear view mirrors
- Aluminized muffler

Standard Safety Features

- Safety-interlock front seat belts.
- Illuminated control switches.
- Fire retardant material for interior soft trim.
- Padded center steering wheel.
- Padded glare-resistant dash.
- 4-way hazard warning flasher.
- Emergency light & extension cord.

Special Features on Hardtop and Vinyltop

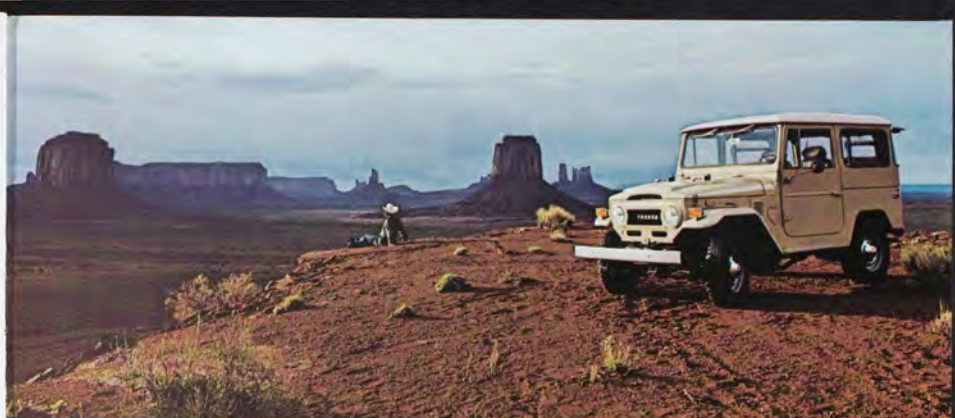
- Bucket seats with center console
- Rear-mounted spare tire
- Fold-up rear seats
- Locking gas cap cover
- Roll bar

Special Features on Station Wagon

- Dash switch for electric rear window operation
- Passenger assist grips

Options:

- Power take-off winch. Electric winch with 8000-pound rated capacity. Free-wheeling front hubs. Wheel covers with hub holes. AM radio. Stereo tape system. Stereo FM cartridge (8-track required). Mud and snow tires. Indoor/outdoor carpeting. Floor mats for Hardtop and Vinyltop. And factory installed air conditioning for the Station Wagon.



Specifications:

Corolla

Corolla 1200
ENGINE:
 Type: 4-cyl. in-line, OHV 5-main bearings
 Displacement: 1166cc
 Compression ratio: 9.0:1
 Horsepower: 65 hp at 6000 rpm (SAE net)
 Torque: 67 ft./lb. @ 3800 rpm (SAE net)
 Carburetor: Downdraft 2-barrel, automatic choke

Corolla 1600
ENGINE:
 Type: 4-cyl. in-line, OHV 5-main bearings
 Displacement: 1688cc
 Compression ratio: 8.5:1 (California: 9.0:1)
 Horsepower: 88 hp at 6000 rpm (SAE net)
 Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM:
 Battery: 12 volt, 60 amp/hr

TRANSMISSION:
 Manual: 4-speed all synchromesh
 Ratios: (1200 2-door sedan)
 (1st) 3.587 (4th) 1.000
 (2nd) 2.022 (5th) 2.050
 (3rd) 1.384 (Reverse) 3.484
 Automatic: 2-speed with torque converter (Sedans)
 Ratios: (low) 1.82 (drive) 1.00 (reverse) 1.82
 3-speed with torque converter
 Coupe & Station Wagon
 Ratios: (low) 2.450 (intermediate) 1.450 (drive) 1.000 (reverse) 2.220

REAR AXLE:
 Ratio: 4.225 (1200 2-door sedan)
 3.909 (4-speed manual transmission)
 4.100 (5-speed & automatic trans)
 4.111 (SR-5 speed manual trans)

SUSPENSION:
 Type: Front: MacPherson strut, coil springs, anti-sway bar
 Rear: Semi-elliptic leaf springs

STEERING:
 Type: Recirculating ball
 Turning diameter: 29.6 ft.

BRAKES:
 Type: Power brakes (1600 models only), front disc, rear drum
 Diameter: Front disc: 14 in.
 Front disc: 9.0 in. (7.87 in.)
 (effective dia.) 17.2 in. (6.30 in.)
 Rear drum: 9.0 in. (7.87 in.)

TIRES:
 Type: 4-ply rated tubeless
 Size: 6.15-3 x 13 (1600 models)
 6.00-12 (1200 2-door sedan)
 155 SR 13 radial ply blackwall (S-5)
 175/70 HR x 13 radial ply blackwall (SR-5)

CAPACITIES:
 Fuel tank capacity: 11.9 gal. (coupe & sedan)
 10.6 gal. (wagon)
 Oil capacity: 3.9 qts. (1600 series)
 6.9 qts. (1600 series)
 5.1 qts. (1200 2-door sedan)

COOLING SYSTEM CAPACITY:
 6.9 qts. (1600 series)
 5.1 qts. (1200 2-door sedan)

DIMENSIONS AND WEIGHTS:
 Wheelbase: 91.9 in.
 Overall length: N.A.
 Overall width: N.A.
 Overall height: N.A. (Sedan)
 N.A. (Coupe)
 N.A. (Wagon)

Tread width: Front: 49.6 in. (SR-5: 50.0 in.)
 Rear: 49.0 in. (SR-5: 51.0 in.)
 Curb weights: N.A. (1200 2-door sedan)
 N.A. (2-door sedan & coupe)
 N.A. (S-5)
 N.A. (SR-5)
 N.A. (4-door sedan)
 N.A. (wagon)

CHASSIS/BODY:
 Unit construction

Corona

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

ELECTRICAL SYSTEM:
 Battery: 12 volt, 60 amp/hr

TRANSMISSIONS:
 Manual: 4-speed synchromesh
 Ratios: (1st) 3.579 (4th) 1.000
 (2nd) 2.061 (Reverse) 4.399
 (3rd) 1.397

Standard ST:
 Manual: 5-speed synchromesh
 Ratios: (1st) 3.267 (4th) 1.000
 (2nd) 2.043 (5th) 0.853
 (3rd) 1.397 (Reverse) 4.039

Manual 4-speed synchromesh
 Ratios: (1st) 3.579 (4th) 1.000
 (2nd) 2.061 (Reverse) 4.399
 (3rd) 1.397

Optional ST:
 Automatic 3-speed
 Ratios: (low) 2.45 (intermediate) 1.45 (drive) 1.00 (reverse) 2.22

REAR AXLE:
 Type: Semi-floating hypoid gear drive
 Ratio: 3.909 (4-speed Manual)
 4.100 (3-speed Automatic)
 4.111 (5-speed Manual)

SUSPENSION:
 Type: Front: Independent with coil springs and wishbones. Double acting hydraulic telescopic shock absorbers.
 Rear: 4 longitudinal links with coil springs, telescopic shocks and lateral track bar (hardtop and sedan). Leaf springs and telescopic shocks (wagon)

STEERING:
 Type: Recirculating ball
 Ratio: 19.5/23.5:1
 Turning diameter: Front disc: 14 in.
 Rear drum: 13 in.

BRAKES:
 Type: Power front disc, rear drum
 Diameter: Front disc: 14 in.
 Rear drum: 13 in.

TIRES:
 Type: 4-ply rated tubeless whitewall
 Size: B76 x 14
 SR Hardtop: 185/70 HR 14 radials

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

DIMENSIONS AND WEIGHTS:
 Wheelbase: 96.4 in.
 Overall length: 170.7 in.
 (Wagon) 171.3 in.
 Overall width: 63.3 in.
 Overall height: 55.2 in. (4-door sedan)
 54.5 in. (2-door sedan)
 56.4 in. (Wagon)

Tread width: Front: 52.0 in.
 Rear: 51.9 in.

CHASSIS/BODY:
 Unit construction

Celica

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

ELECTRICAL SYSTEM:
 Battery: 12 volt, 60 amp/hr

TRANSMISSIONS:
 Standard GT:
 Manual 5-speed synchromesh
 Ratios: (1st) 3.267 (4th) 1.000
 (2nd) 2.043 (5th) 0.853
 (3rd) 1.397 (Reverse) 4.039

Standard ST:
 Manual 4-speed synchromesh
 Ratios: (1st) 3.579 (4th) 1.000
 (2nd) 2.061 (Reverse) 4.399
 (3rd) 1.397

Optional ST:
 Automatic 3-speed
 Ratios: (low) 2.45 (intermediate) 1.45 (drive) 1.00 (reverse) 2.22

REAR AXLE:
 Ratio: 3.727 (4-speed)
 3.909 (5-speed and automatic)

SUSPENSION:
 Type: Front: MacPherson struts, coil springs, anti-sway bar
 Rear: 4-link with lateral track bar, coil springs

STEERING:
 Type: Recirculating ball, variable ratio, turning diameter: 31.5 feet.

BRAKES:
 Type: Power front disc, rear drum
 Diameter: Front disc: 9.3 in.; rear drum: 9.0 in.

TIRES:
 Type: Radial ply
 Size: 165 SR x 13 (GT)
 185/70 HR 13 (GT)

DIMENSIONS AND WEIGHT:
 Wheelbase: 95.5 in.
 Overall length: 169.2 in.
 Overall width: 63.0 in.
 Overall height: 51.6 in.
 Curb weight: 2324 lbs.

CAPACITIES:
 Fuel tank: 13.2 gal.
 Oil: 4.6 qts.
 Cooling system: 6.3 qts.

CHASSIS/BODY:
 Unit construction

Tread width: Front: 53.5 in.
 Rear: 53.0 in.

Curb weights: N.A. (Sedan & Hardtop - manual trans.)
 N.A. (Sedan & Hardtop - auto. trans.)
 N.A. (Wagon - manual trans.)
 N.A. (Wagon - auto. trans.)

CAPACITIES:
 Fuel tank: 15.9 gallons (14.7 Wagon)
 Oil: 5.5 quarts
 Cooling system: 11.4 quarts

CHASSIS/BODY:
 Unit construction

Mark II

ENGINE:
 Type: water cooled, 6-cyl. in-line, SOHC,
 7-main bearings
 Bore and stroke: 2.95 x 3.35 in
 Displacement: 2563cc
 Compression ratio: 8.5:1
 Maximum horsepower: 122 HP @ 5200 rpm

ELECTRICAL SYSTEM:
 Battery: 12 volt, 70 amp/hr

TRANSMISSION:
 Manual: 4-speed synchromesh floor mounted shift lever
 Ratios: (1st) 3.579 (4th) 1.000
 (2nd) 2.061 (Reverse) 4.399
 (3rd) 1.397

Automatic: Console-mounted shift
 Ratios: (low) 2.400 (intermediate) 1.479 (drive) 1.000 (reverse) 1.920

REAR AXLE:
 Type: semi-floating hypoid
 Ratio: 3.900
 (intermediate) 1.479 (drive) 1.000 (reverse) 1.920

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: Recirculating ball, variable ratio 20-23.5:1.
 Optional power steering
 Turns lock-to-lock: 4-5

BRAKES:
 Type: Power assisted front disc/rear drum
 Disc diameter (front): 10.5 in.
 Drum diameter (rear): 9.0 in.

TIRES:
 Type: 4-ply tubeless double white stripes
 Size: (Sedan & Hardtop) 145 SR x 14 (Wagon) 6.45-14

DIMENSIONS & WEIGHTS
 Wheelbase: 101.9 in.
 Overall length: N.A.
 Overall width: N.A.
 Overall height: 55.1 in. (Sedan)
 N.A. (Hardtop)
 N.A. (Wagon)

Tread width: Front: 53.5 in.
 Rear: 53.0 in.

Curb weights: N.A. (Sedan & Hardtop - manual trans.)
 N.A. (Sedan & Hardtop - auto. trans.)
 N.A. (Wagon - manual trans.)
 N.A. (Wagon - auto. trans.)

CAPACITIES:
 Fuel tank: 15.9 gallons (14.7 Wagon)
 Oil: 5.5 quarts
 Cooling system: 11.4 quarts

CHASSIS/BODY:
 Unit construction

Half-Ton Truck

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, manual choke

ELECTRICAL SYSTEM:
 Battery: 12 volt, 60 amp/hr

TRANSMISSION:
 Manual: 4-speed, floor shift, all-forward synchromesh gears
 Ratios: (1st) 4.016 (3rd) 1.534
 (2nd) 2.509 (4th) 1.000 (Reverse) 4.571

Automatic: Console-mounted shift
 Ratios: (low) 2.400 (intermediate) 1.479 (drive) 1.000 (reverse) 1.920

REAR AXLE:
 Type: Semi-floating hypoid gear drive
 Ratio: 4.111

SUSPENSION:
 Type: Front: Coil springs, double acting hydraulic telescopic shock absorbers and anti-sway bar
 Rear: Semi-elliptic leaf springs and single acting hydraulic telescopic shocks

STEERING:
 Type: Recirculating ball, variable ratio 19.5-21.5:1
 Turning diameter: 34.1 ft. (Long Bed 2000)
 36.8 ft. (41.0 ft.)

BRAKES:
 Type: Hydraulic 4-wheel drum with vacuum booster
 Drum diameter (front): 10.0 in.
 Drum diameter (rear): 10.0 in.

TIRES:
 Type: Front: 4PR whitewall
 Rear: 6PR whitewall
 Long Bed 2000
 Rear: 7.00 x 14 (7.50 x 14 on Front Bed 2000)

DIMENSIONS AND WEIGHTS:
 Wheelbase: Regular Bed Long Bed 2000
 Overall length: 168.6 in. 184.5 in.
 Overall width: 62.3 in. 62.3 in.
 Overall height: 62.3 in. 62.3 in.
 Tread width: Front: 50.8 in. Rear: 50.8 in.
 Bed length: 72.1 in. 87.9 in.
 Bed width: 56.3 in. 56.3 in.
 Bed height: 16.1 in. 16.1 in.
 Curb weight: 2447 lbs. 2550 lbs.

CAPACITIES:
 Fuel tank: 12.1 gal.
 Oil: 5.2 qts.
 Cooling system: 9.0 qts.

CHASSIS/BODY:
 Separate body and frame

Land Cruiser

ENGINE:
 Type: 6-cyl. in-line, OHV
 Displacement: 3878cc
 Compression ratio: 8.5:1
 Horsepower: 138 hp at 4000 rpm (SAE net)
 Torque: 213 ft./lb. at 2200 rpm (SAE net)
 Carburetor: Downdraft 2-barrel, manual choke

ELECTRICAL SYSTEM:
 Battery: 12 volt, 70 amp/hr

TRANSMISSIONS:
 Manual: 3-speed synchromesh
 Ratios: (1st) 2.757 (3rd) 1.000
 (2nd) 1.691 (Reverse) 3.676

Manual: 4-speed full synchromesh (California only)
 Ratios: (1st) 3.555 (4th) 1.000
 (2nd) 2.292 (Reverse) 4.271
 (3rd) 1.410

TRANSFER CASE:
 Type: 2-speed helical gear, sliding type
 Ratios: (3-speed synchromesh)
 Low: 2.31 High: 1.00
 (with 4-speed synchromesh)
 Low: 1.952 High: 1.000

AXLES:
 Front: Semi-floating hypoid
 Rear: Semi-floating hypoid
 Ratio: Front & Rear: 4.111:1

SUSPENSION:
 Type: Semi-elliptic leaf springs & double acting hydraulic shock absorbers.

STEERING:
 Type: Recirculating ball
 Turning diameter: Vinytop & Hardtop: 35.0 ft.
 Station Wagon: 41.0 ft.

BRAKES:
 Type: 4-wheel drum, hydraulic, power assisted
 Drum diameter: Front drum: 13.4 in.
 Rear drum: 11.4 in.

TIRES:
 Type: 4-ply rated tubeless
 Size: 7.60 x 15

DIMENSIONS, WEIGHTS AND CAPACITIES:

	Station Wagon	Vinytop	Hardtop
Wheelbase (in.)	90.0	90.0	106.3
Overall Length (in.)	152.4	152.4	184.0
Overall Width (in.)	65.6	65.6	66.3
Overall Height (in.)	76.0	76.8	73.4
Curb weight (lbs.)	3600	3470	4020
Fuel tank capacity (gal.)	18.9	18.2	23.8

CAPACITIES:
 Oil: 9.0 qts.
 Cooling System: 16.1 qts.

CHASSIS/BODY:
 Separate body and frame

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

See how much car your money can buy.

Chances are, you're thinking about buying a small car or truck this year. Good thinking.

Because today, small vehicles do make plenty of sense.

Question is: Which one makes the most sense?

Well, we'd like to point out a few reasons why we believe the answer is Toyota.



Well-made.

We build a Toyota the same way we'd like you to own it.

With pride.

Which is why we inspect engines before and after they go into our vehicles.

When we spot a crooked seam in the upholstery, we stitch it over.

We make sure doors and windows are fitted so they'll stay tight.

We fuse the body into a one-piece unit. So it'll stay in one piece.

In short, we make inexpensive cars. But we don't make them cheaply.

Well-equipped.

If this is the first time you've looked into a Toyota, be prepared for some pleasant surprises.

Namely, all the surprising extras you don't pay extra for.

Like 5-speed overdrive transmissions on Corolla SR-5, Corona SR-5, Celica GT and SR-5 Sport Truck.

Or the extra-long bed on one of our pickups.

Or air conditioning on the Mark II.

Or roll bars on the Land Cruiser

Hardtop and Vinyl-top.

Or the reclining bucket seats, rear window defogger and power front disc brakes on all car models.

We make things like that standard. Because we figure a vehicle should be well-appointed in the first place.

So you don't have to add expensive options at the dealer's place.



Well-tested.

Every Toyota model goes through extensive design, mechanical and safety tests.

Test vehicles are frozen. Drenched. Buffeted in wind tunnels. Crash-tested. And road-tested under almost every driving condition imaginable.

Which is just one more reason why Toyota is so popular the world over.

But perhaps the single biggest reason for our popularity is simply: We know what we're doing.

We should. After all, we've been specializing in small cars for over 40 years.

Well-priced.

For 1975, Toyota has a lot of small vehicles to choose from.

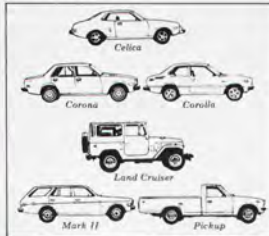
Six distinct series.
Inexpensive Corolla models.
Solid Corona models.
Snazzy Celica models.
Luxurious Mark II models.
And an impressive choice of Pickups and Land Cruisers.

22 models to be precise.

Now we don't know which Toyota you'll like best.

But we do know what you'll like best about a Toyota.

The sticker price.



No matter where you go around the country, parts and service are just around the corner.

We hope you're convinced that a Toyota is more than economical.

It's also exceptionally well-made.

Matter of fact, we think every Toyota is so reliable that we offer one of the longest service intervals in the industry.

Six months or 6,000 miles.

And when you need that service, you can expect it promptly.

Because there are nearly 1,000 Toyota dealers ready to assist you. In all 50 states.

Thank you for dropping by. And happy motoring.



TOYOTA

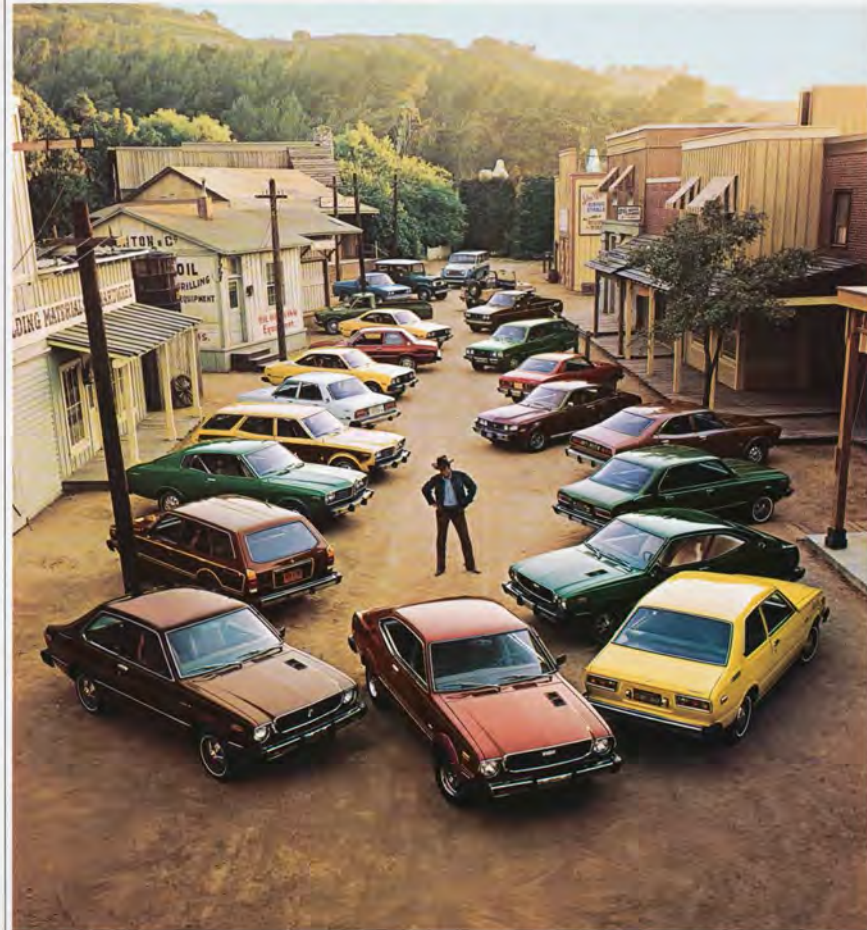
We have what you want for 1975. You'll see.

TOYOTA OF ROCKLAND, INC.

215 RT. 59

MONSEY, N. Y. 10952

ELMWOOD 2-6200



See how much car your money can buy.

Corona



2-Door Sedan and 2-Door Hardtop

The Corona 2-Door Sedan and Hardtop go to show you that you can get strength, durability, roominess and comfort, even in a smaller car. Not to mention terrific looks and plenty of standard features.



Reclining bucket seats so comfortable your passenger can take a nap if it gets past bedtime.



4-Door Sedan

The 4-door Corona. You'll appreciate the roominess of the interior and this year's larger more powerful 2.2 liter hemi-head engine next time you take the family on a trip.



Wagon



The second seat in our Corona Wagon folds down, so there's plenty of cargo space (fully carpeted we might add) just waiting to be filled up. You'll see what we mean when moving day comes along.

Celica



Celica GT

With our new 2.2 liter hemi-head engine, Celicas are just about the hottest little Toyotas around. Above, the Celica GT, with its MacPherson-strut front suspension, fat radials, styled steel wheels, power front disc brakes, 5-speed overdrive transmission, full instrumentation and its AM/FM stereo. All standard. Below, the Celica ST with fabric seats and a 4-speed (or optional automatic) instead of a 5-speed. A thoroughly sporty little car for the money.



Celica ST

Mark II



Wagon



Hardtop



Sedan

The Mark II is the largest, roomiest, widest, longest, most powerful car Toyota sells.

A superlative automobile, you might say.

Its array of standard equipment is impressive. Air conditioning, automatic transmission, AM/FM stereo, power steering, power brakes,

electric rear window defogger, clock, cloth upholstery (except wagon), even tinted glass — all standard at no extra cost.

You'll find the Mark II's ride uncannily quiet and smooth. We feel this is one small car you can drive Coast to Coast. Comfortably and confidently.

And even if you're six-foot five, you can take comfort in front bucket seats that are fully reclinable.

There are three model variations on the Mark II theme.

A sporting Hardtop.
A civilized Sedan.
And a spacious Wagon.

Pickups/Land Cruiser



Pickup



Long Bed 2000



SR-5 Sport Truck

Toyota makes a choice of three mini-pickups. Each with its own personality.

Our new SR-5 Sport Truck comes with standard equipment you wouldn't expect. From the body striping to the carpeting, to the AM radio, right down to the 5-speed overdrive transmission. The *Standard*

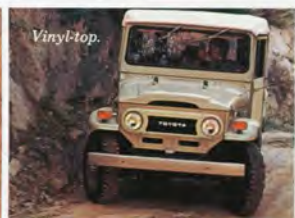
Pickup has a powerful new 2.2 liter hemi-head engine and a smooth 4-speed transmission. And the *Long Bed 2000* has all that plus a big 7'2" cargo bed.

And all three have lots in common.

Lots of power. Lots of cab. Lots of mileage. Lots of standards. So what you'll mostly have is lots of fun.



Wagon



Vinyl-Top.



Hardtop

If you play rough, these monsters will take you on or off the road. Our legendary Land Cruisers. Built to the teeth, loaded with equipment, geared to your wanderlust. Prime examples of Toyota's intense craftsmanship, from solid steel bumper to side-swinging spare. We build three of these 4-wheel-drive classics: Hardtop, Vinyl-top and Wagon. Take your pick and get out of town. Really out of town.

Corolla



2-Door Deluxe Sedan

4-Door Deluxe Sedan

2-Door Sedan

2-Door Hardtop

4-Door Wagon

SR-5

For 1975, we redesigned all six Corolla models to make them bigger where it counts. Inside.

(Thus, more comfortable.)

For instance, to add headroom we put in a new molded headliner (except Wagon).

And we did a little reshaping here and there. To add elbow room here. And legroom there.

Of course, we put in more than extra room.

For one thing, we put in lots of extra care.

We care that things like doors fit right. And things like gauges



2-Door Sedan



2-Door and 4-Door Deluxe Sedans



Hardtop with optional E-6



4-Door Wagon

operate right.

You see, we take pride in our work. Because we want you to take pride

in owning a Toyota.

We also put in lots of extras that don't cost extra.

Like reclining front bucket seats, flo-thru ventilation, tinted glass and full one-piece carpeting on most

models. To make you comfortable while driving.

And power front disc brakes on

all models. To make you comfortable when stopping.

We even put in small items that you might overlook when looking over a Corolla.

Such as a rear window defogger, locking gas cap, cigarette lighter, a handy tool kit and touch-up paint.

Little things, sure.

But sometimes little things mean a lot.

However, all things considered, what you'll like best about the '75 Corolla is the nifty number on the window.

The sticker price.