

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



We hope this catalog has convinced you that a Toyota is more than economical. It's also exceptionally well made.

In fact, we think every vehicle made by Toyota is so reliable that we offer six

months or 6500 miles maintenance intervals between recommended checkups. 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.

Thanks for dropping by. And happy motoring.

See how much car your money can buy.

TOYOTA

Small car specialists for over 40 years.



TOYOTA Corolla



See how much car your money can buy.

Bigger where it counts. Inside.



2-Door Sedan

4-Door Wagon
(with optional simulated woodgrain paneling)

2-Door Hardtop

2-Door Sedan Deluxe

4-Door Sedan Deluxe

SR-5

For 1975, we redesigned all six Corolla models to make them roomier. (Thus, more comfortable.) For instance, to add headroom we put in a new molded headliner (except Wagon). And we did a little re-

shaping 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 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, power-boostered flo-thru ventilation, full tinted glass and one-piece carpeting on most models, to make you comfortable while driving. And power front disc brakes on all six of our Corolla models. To make you comfort-

able when stopping. We even put in small items that you might overlook when looking over a Corolla. Such as a rear window defogger and cigarette lighter. 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.

Over 30 mpg.* Under \$3000.

2-Door Sedan.

If you're looking for economy, you've come to the right car.

This Corolla is one of the lowest priced cars sold in America.

It squeezes lots of miles out of a gallon of gas.

And it comes with plenty of extra touches which don't cost extra.

Big items like reclining bucket seats, rear window defogger, power front disc brakes, smooth 4-speed synchromesh transmission and a spunky 1.6 liter hemi-head engine.

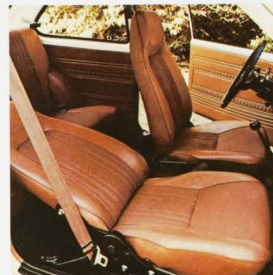
Plus little things like a cigarette lighter and glove box.

So you see, our basic Corolla comes with more than basics.

*1975 EPA tests, Toyota Corolla averaged 33 MPG in simulated highway driving—21 MPG in simulated city driving. Your actual mileage will vary with road and weather conditions, equipment, driving habits and maintenance.



Redesigned '75 Corolla not only carries a nice sticker price. It carries four people nicely.



Reclining hi-back bucket seats.



Flip-out rear side windows and rear window defogger are also standard.



Doors are reinforced with steel to help protect you from the outside world.

These are our Deluxe Corolla models. Which means they cost a little more. But then they come with more.

Like full tinted glass, a resettable trip odometer, wheel covers, a trunk mat, full carpeting and fancier trim.

Nice thing is, they're still economical. In a little nicer way.



Form-fitting one-piece carpeting and reclining front bucket seats. Standard.



Deluxe wheel covers and radial ply tires. Standard.



Optional transmissions include a 3-speed automatic and our new E-5 manual (a gas-saving 5-speed, explained on page 14).



Trunk has a surprising capacity.

**2-Door Sedan Deluxe. 4-Door Sedan Deluxe.
Two more ways we frighten the competition.**

Safety-rounded mirror has non-glare black finish and no sharp edges for anyone to run into.



Sporty simulated woodgrain steering wheel and shift knob, and an AM radio are standard.



New rear-end styling with large taillights. The bumper guards are standard equipment.



Front passenger seat glides forward with foot operated pedal to make entry into back seat easier.



Larger trunk includes a mat which covers the floor to help protect your cargo.



Overhead cam 1.6 liter engine offers plenty of spunk and good gas mileage.



2-Door Hardtop. Funny, it doesn't look inexpensive.



Corolla 2-Door Hardtop with optional E-5.

SR-5. Super endowed.



This is our not-so-basic Corolla.

It sports such items as fender flares, wide radial tires, 5-speed overdrive transmission, tach, clock and AM/FM radio.

Fancy stuff. Sure.

But it's all standard. So you don't pay a fancy price.

With its sporty stripes, economy never looked so good.



5-speed transmission is not only fun, it's easy on gas because fifth gear acts like overdrive.



Instruments include an 8000 RPM tach, resettable trip odometer, water temp gauge...



...plus oil temp and oil pressure gauges, ammeter, electric clock and an AM/FM radio.



Styled steel wheels to go with wide radials, and add to the sporty look.



Interior colors available are Ivory, Black and Tan.



Steering wheel, instrument panel and console create a cockpit feeling to go along with sporty SR-5 styling.



Overhead console includes map light and a warning light that goes on if the brake lights go out.

Our 4-Door Wagon is loaded. Except for the price.

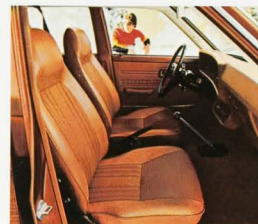
Meet our Corolla wagon.
Low price makes it easy to get.
Four big doors plus one big tailgate make it easy to get into.

Also easy to take are its long list of standard features.

Like: Hi-back bucket seats. Tinted glass (except rear window). Rear window defogger. Power front disc brakes. And wall-to-wall carpeting. (Even the cargo area is carpeted when you fold down the rear seats.)

If that's not enough, you could order an automatic or E-5 five-speed overdrive transmission.

Or factory air conditioning.
Or simulated woodgrain exterior paneling which includes an AM radio in the deal.



Roomy interior features hi-back bucket seats and loop-pile carpeting.



Lift up the tailgate and you'll discover plenty of cargo space.



Safety features include electric rear window defogger and recoverable front and rear bumpers.



Corolla Wagon (with optional simulated woodgrain paneling)

What the editors of ROAD & TRACK have to say about our new E-5 option.

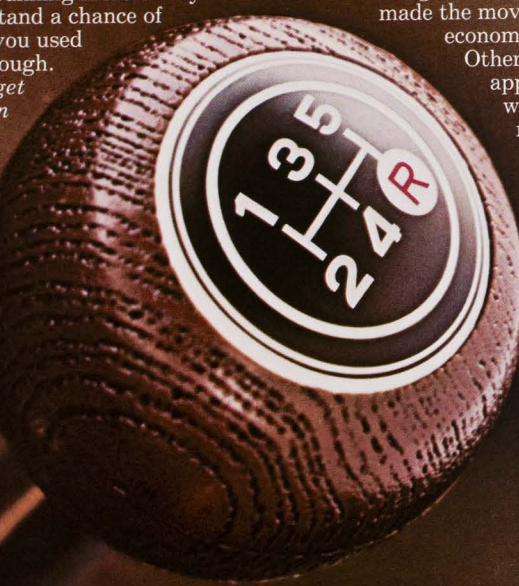
What does a higher gear do for me? Say you're driving at 50 mph in 4th gear. Your engine is turning 2700 revolutions per minute, making a certain amount of noise and consuming fuel at a certain rate. Now you shift into 5th. With the Toyota 5-speed this would reduce your engine speed to 2320 rpm, and you certainly wouldn't need an engineering degree to notice how much quieter the engine would be. But you'd suddenly be getting more miles per gallon. And because your engine would be running more slowly in 5th, it would stand a chance of lasting longer if you used 5th gear often enough.

Why will it get better economy in 5th? This is a more theoretical matter.

Whatever speed your engine is turning, it still has to produce the same amount of power to drive your car at a particular speed, say that 50 mph we're talking about. *But, up to a certain point, if you reduce that engine speed and (to compensate) push down on the accelerator a little more, the engine will produce that same power more economically.* That's where a 5th gear or overdrive comes in.

Why doesn't everybody offer a 5-speed then? Somebody always has to be first with a good idea, and Toyota made the move with small economy cars first.

Others are already appearing, and watch for many more of them in the near future.



STANDARDS:

- 1.6 liter OHV hemi-head engine
- Transistorized ignition
- MacPherson Strut front suspension
- Passenger side "Walk-in" device (Hardtops and 2-Door Deluxe Sedans)
- 4-speed synchromesh transmission (5-speed overdrive on SR-5)
- Hi-back reclining bucket seats
- Power boosted f/o-thru ventilation
- Heater/defroster w/2-speed fan
- Tinted glass on all models except 2-Door Sedan (Wagon—windshield and door windows only)
- Electric rear window defogger
- Resettable trip odometer (except 2-Door Sedan)
- Fold-down rear seat on Station Wagon
- Cigarette lighter
- Wall-to-wall carpeting (except 2-Door Sedan)
- Radial ply tires (bias ply on 2-Door Sedan and Wagon with automatic, California only)
- Deluxe wheel covers (except 2-Door Sedan)
- Molded headlining (except Wagon)
- Power front brake, rear drum brakes
- 2-speed washer/wipers
- Inside hood release
- AM radio (2-Door Hardtop only)
- Recoverable shock absorbing bumpers
- Steering column mounted headlight and windshield washer/wiper controls

Exterior Colors:

- White
- Silver metallic
- Red
- Orange metallic
- Copper metallic
- Dark brown metallic
- Yellow
- Light green metallic
- Green metallic
- Dark blue
- Brown

Corolla SR-5

- 5-speed overdrive transmission
- AM/FM radio
- Fender flares
- Simulated leatherette shift knob and soft feel 4-spoke steering wheel
- Full center console
- Wide, 185/70 HR x 13 radial tires
- Styled steel wheels
- Tachometer and electric clock
- Sport stripe
- Overhead console with map light, map holder, courtesy light and "stoptlights out" warning light

OPTIONS:

- Automatic transmission (except SR-5 and 2-Door Sedan)
- Factory air conditioning
- AM radio (except on 2-Door Hardtop)
- AM/FM radio (standard on SR-5)
- 8-track stereo tape deck
- E/5 5-speed overdrive transmission (all models except SR-5 and 2-Door Sedan)
- Wagon simulated woodgrain package with AM radio
- All weather guard package (except California)

SPECS:

Exterior Dimensions:	
Wheelbase	93.3"
Length	165.2"
Width	Wagon 167.7"
	61.8"
	(Deluxe models: 62.4";
	SR-5 65.0"
	Wagon w/woodgrain pkg.: 62.2")
Height: Sedans & Hardtop	54.5"
Wagon	54.7"
SR-5	53.5"

Curb Weights (pounds)

Sedans	2174
Hardtop	2229
Wagon	2274
SR-5	2309
Capacities	
Luggage Compartment:	
Sedan	7.8 cu. ft.
Hardtops	7.6 cu. ft.
Fuel Tank	13.2 gallons
Wagon	12.4 gallons

Small car specialists for over 40 years.

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 re-stitch it straight.

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-tested.

Every Toyota prototype 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-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.

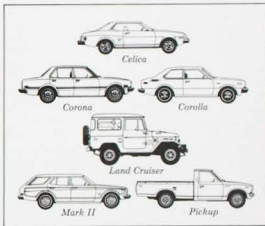
Or factory air conditioning on the Mark II.

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-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.

21 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.