



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

TOYOTA Mark II



2-Door Hardtop

See how much car your money can buy.

Mark II. The most luxurious Toyota.

Crafted in the tradition of fine imports, the Mark II is the largest, roomiest, widest, longest, most powerful car Toyota sells.

A superlative automobile, you might say. If you currently own a full-size domestic, you'll be surprised how well the Mark II's comforts compare.

If you currently own another luxury import, you'll discover that the quality of Mark II's craftsmanship compares to Europe's finest.

The engine is an efficient 6-cylinder. The interior is roomy. Even if you're a six-footer, you can take comfort in front bucket seats that are fully reclinable.

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

And the Mark II's rich array of standard equipment—including factory air conditioning, automatic transmission, power steering, power disc brakes (front) and an AM/FM stereo—is impressive on any car.

There are three variations on the Mark II theme. A sporting hardtop. A civilized sedan.

And a spacious wagon.

We invite you to read on and discover more of each and all.



The Mark II Hardtop. Our 6-cylinder luxury car.

This could well be the "personal" automobile best suited to the mid 70's.

It's a sensibly-sized machine. Yet it surrounds you with luxuries:

Factory air conditioning to cool you, AM/FM multiplex stereo to soothe you, plush reclining front bucket seats to keep you comfortable, and a 3-speed automatic transmission... all at no extra cost.

The Mark II is also a mechanically sensible machine—less fickle than high strung sports cars. Yet it performs impressively.



Fold-down center armrest is standard...



...as are fully reclining front bucket seats.

Its energetic six delivers good acceleration. Whitewall radial tires and power front disc brakes are standard. As is power steering—it lets you feel the road in a turn, but still makes parking virtually a fingertip operation.

In sum, the Mark II Hardtop makes sense for its time.

It has all the amenities that help you endure the rigors of rush hour in comfort.

And it has the performance and handling that let you enjoy the open road when you get the chance.



We call the Mark II 4-Door Sedan our short limousine. True, it doesn't have extra jump seats.

But it does have room enough to make four people lonely.

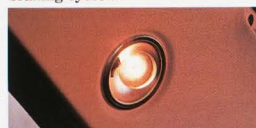
And it has all of Mark II's standard features to make them comfortable.

Including a feature you won't find on long limousines: ESP, our Electro Sensor Panel.

ESP constantly monitors the Mark II's braking system, even while the car is running. It warns you if you need to add brake fluid... brake vacuum booster pressure is low... one of the brake lights burns



Console-mounted ESP monitors virtually every function of the braking system.



Little touches include individual back seat reading lights.



You may forget it's a small car. There's even a fold-down center armrest.



Factory air conditioning, automatic transmission, power steering, power brakes, AM/FM stereo. Standard.



In front, the plush fabric-upholstered bucket seats are fully reclinable.

out... or if you only have a few hundred miles before your brake pads need replacing. ESP even monitors itself—start the car and the whole panel lights momentarily to show it's working.

Because our short limousine has so much to put your mind at ease, you may be tempted to stretch out in the back seat, fold down the center arm rest, flick on your individual reading lamp and relax with the *Wall Street Journal*.

But the driver's seat is where you really belong. Because our short limousine is long on performance.

The Mark II 4-Door. Our short limousine.





The Mark II Wagon. Extravagantly sensible.

Here is a unique family station wagon, designed on a simple premise that seems to have eluded some manufacturers: sensible does not necessarily mean dull.

So the Mark II Wagon has a certain flair to it. A swept-look that's anything but boxy. Deluxe wheelcovers and whitewalls. Standard woodgrain-style trim and paneling.

And of course, the Mark II Wagon gives you extravagant standard features; like factory air conditioning, power steering, automatic transmission, power brakes and AM/FM multiplex stereo.

Yet it has 5 doors. Its carpeted cargo area stretches over 5½ feet with the rear seat down. And it has a rear suspension of leaf springs and telescopic shocks for a car-like ride when you're carrying a wagon-like load.

Very sensible.



Plenty of room—over 5½' of carpeted cargo space.



Plenty of features—like reclining vinyl bucket seats.



Plenty of comfort—factory air conditioning is standard.



Plenty of power—2.6 liters' worth from an overhead cam 6.

Dare you indulge?

As a glance at the standard features list will tell you, the Mark II is an automobile that rejects (lavishly so) the notion that austerity is a virtue.

And it's an exceptionally well-wrought machine. If you pay extreme attention to detail—check for sanding marks, exposed seams, so on—you'll discover we've paid extreme attention to detail.

After all, what better way to maintain and build our reputation for craftsmanship than with the flagship of all Toyotas?

Perhaps the Mark II's precise blend of the plush and the practical, the extravagant and the sensible, is not for everyone.

But then, the extraordinary never is.



STANDARDS:

- 2.6 liter SOHC 6-cylinder engine
- Power steering
- Factory air conditioning
- 3-speed automatic transmission
- AM/FM multiplex stereo radio
- Electro Sensor Panel (Brake system)
- Reclining front bucket seats
- Built-in headrests on back seats and fold-down center armrest (except Wagon)
- Luxurious fabric on all seats (all-vinyl on Wagon)
- Electric clock
- Simulated woodgrain accents on steering wheel, instrument panel and console
- Wall-to-wall carpeting
- Day/night inside rear view mirror
- Rear seat personal lights (except Wagon)
- Column-mounted windshield wiper switch
- Whitewall radial ply tires (bias ply whitewalls on Wagon)
- Deluxe wheel covers
- Lockable gas cap
- Engine compartment light
- Woodgrain siding (Wagon)
- Cigarette lighter
- Color keyed interior
- Tinted glass
- Adjustable front head restraints
- Power boosted flo-thru ventilation
- Heater/defroster
- Power front disc brakes
- Electric rear window defogger
- Tool kit and touch-up paint
- Resettable trip odometer
- Transistorized ignition

OPTION:

- 8-track stereo

SPECS:

Exterior Dimensions

Wheelbase	101.8"
Length	182.1"
Wagon	182.9"
Width	64.0"
Height	55.1"
Wagon	55.9"
Tread:	
Front	53.5"
Rear	53.0"

Curb Weights (pounds)

Sedan and Hardtop	2845
Wagon	2905

Capacities

Luggage Compartment:	
Sedan	7.5 cu. ft.
Hardtop	8.0 cu. ft.
Fuel Tank	15.9 gallons
Wagon	14.5 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.

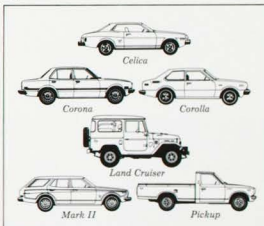
Or factory air conditioning on the Mark II.

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.

Snaazzy 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.