

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. Buffered 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.

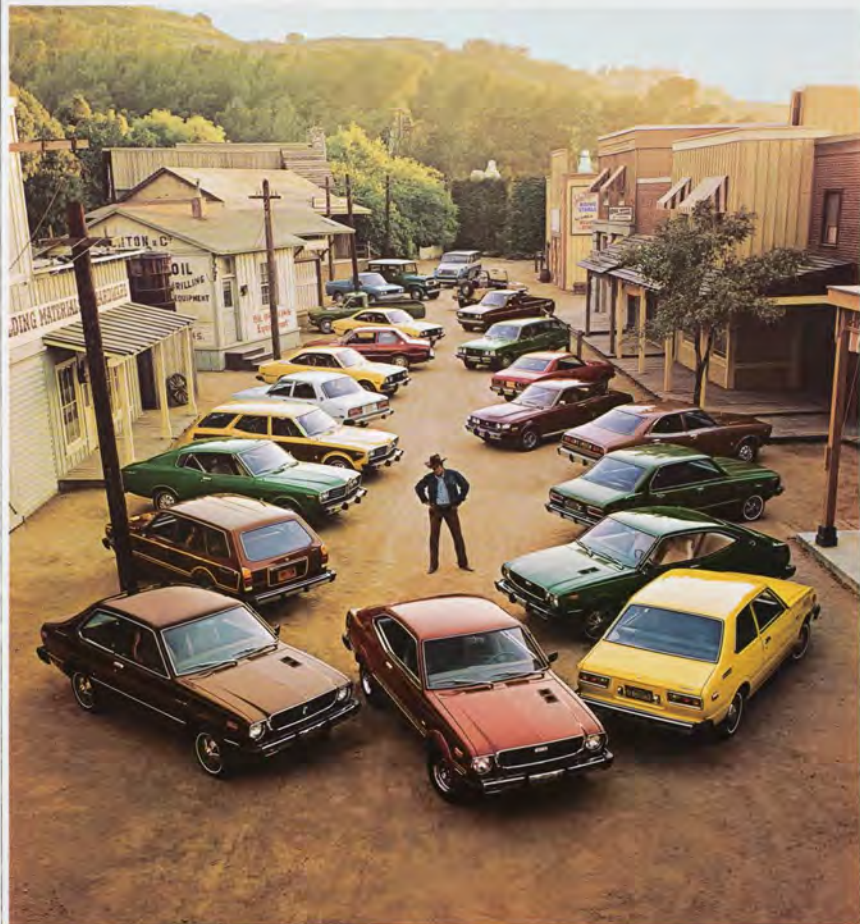
Because there are nearly 1,000 Toyota dealers ready to assist you. In all 50 states.

Thank you for dropping by. And happy motoring.



TOYOTA

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



See how much car your money can buy.

Corolla



2-Door Deluxe Sedan

4-Door Deluxe Sedan

2-Door Sedan

2-Door Hardtop

4-Door Wagon

SR5

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

operate right.

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



2-Door and 4-Door Deluxe Sedans

in owning a Toyota.

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



Hardtop with optional E-5

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



4-Door Wagon

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.

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.



**How'd you like to shift
to a 5-speed overdrive transmission
for fun and profit?**

Introducing the sporty, gas-saving Toyota 5-speeds.



Why you should think about a
Toyota 5-speed overdrive transmission.

Take it from me—a guy who has road tested maybe a hundred cars over the last three years.

Just because a small car like a Toyota has a peppy engine that can wind to high RPM levels doesn't mean it likes to work that hard.

Cars, after all, are a lot like people. They like to take it easy every chance they get.

Which brings you to Toyota's 5-speed overdrive transmission. It saves gas and wear on the engine.

Because the RPM's drop way down from what they were when you were going the same speed in fourth. (Engine runs approximately 15% slower than in 4th gear.)

Now, saving a few hundred RPM's may not seem terribly significant, but figure it out—if your engine is able to run the same distance at a lower RPM, then you'll be using less gas over the long run.

And, by not being strained all the time, the engine will clock less wear and tear over the same miles that other people have to drive in fourth gear, not having Toyota's Secret Weapon.

All these practical advantages shouldn't obscure the fact that driving a 5-speed is just plain fun. Even if you can only go 55...

Wally Wyss
Independent automotive
journalist

Toyota Corolla SR-5. Our bargain-priced 5-speed comes with a lot in the bargain.



Sure, this Corolla comes with a bargain price. But you get a lot in the bargain.

It's endowed with such racy items as fender flares. Wide, 185/70 HR x 13 radial tires. Power front disc brakes. Styled steel wheels. And a spunky 1.6 liter hemi-head engine.

And we haven't even gotten to the roomy interior.

Where you'll find fully reclining front bucket seats, AM/FM radio, tach, electric clock, tinted glass, full carpeting and an electric rear window defogger.

All that plus a 5-speed overdrive transmission. Which is not only fun to drive, it's economical.

Because the RPM's drop significantly from 4th to 5th gear. Thus, it saves gas. And wear on the engine.

All of which is to say, it saves money.



Well-appointed instrument panel includes 8000 RPM tach, electric clock, resettable trip odometer and AM/FM radio.



Racy fender flares, fat radial tires and power front disc brakes are all standard.



Roomy interior features comfortable fully reclining Hi-back front bucket seats.



5-speed overdrive transmission is not only fun, it saves gas and wear and tear on engine.



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



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

SPECIFICATIONS:	
EXTERIOR DIMENSIONS	
Wheelbase	93.3"
Length	165.2"
Width	65.0"
Height	53.5"
CURB WEIGHT	2309 lbs.
CAPACITIES	
Luggage Compartment	7.6 cu. ft.
Fuel Tank	13.2 gals.
DRIVE TRAIN	
Transmission	5-speed overdrive, synchromesh
Gear Ratios:	1st 3.587, 2nd 2.022, 3rd 1.384, 4th 1.000, 5th 0.861, Reverse 3.484
Rear Axle Ratio	4.30 to 1

Toyota Corona SR-5. Think of it as a solid, no-nonsense car with a fun-loving 5-speed.

Sure. This Corona looks and acts pretty frisky. Especially with its sporty 5-speed overdrive transmission.

But this is one solid, well-built car. If you harbor doubts, just test-slam the doors, hood or trunk.

And to keep it strong and healthy, we equipped it with ESP—Electro Sensor Panel.

This built-in warning system monitors all functions of the car. For example, it warns you if the front disc brake pads are worn. Or if the brake fluid is low. Or if the battery or radiator need water. Or if your taillights go out. Things like that.

It's just one of many nice features built into the well-built Corona SR-5.

There are other big items like: Fat, 185/70 HR x 14 radial tires, power front disc brakes, Hi-back reclining bucket seats, AM/FM multiplex stereo radio and a big 2.2 liter hemi-head engine.

And small items like: An electric fuel pump, electric rear window defogger, fold-down rear seat, tachometer and electric clock.

(Nice. Because little things can mean a lot.)

It also comes with something else people like. Plenty of room for people.



Toyota Celica GT. Our sexiest 5-speed comes on like a sports car.

So why don't we call it a sports car? After all, it's decked out with all kinds of racy-looking stuff.

To wit: An air scoop under the front bumper. Styled steel wheels. 185/70 HR x 13 radial tires. 8000 RPM tach. Electric clock. Simulated woodgrain and leather trim. And an AM/FM multiplex stereo radio.

And it handles not unlike a sports car. Thanks to a corner-hugging MacPherson strut front suspension. Power front disc brakes. Spunky 2.2 liter engine (with a

transistorized ignition system to increase spark efficiency). And, of course, a 5-speed overdrive transmission.

So why don't we call it a sports car? Because we didn't build it for racetracks.

We built it for people. People who want a back seat for their kids. People who want to pass gas stations instead of every car on the road.

In short, the Celica is for people who want a car that looks good.

With a price that looks good.



Gas-saving, engine-saving 5-speed sports a simulated leather-covered shift knob.



ESP (Electro Sensor Panel) monitors 11 key service areas of the car to help take some of the worry out of driving.



Full console features standard AM/FM multiplex stereo radio and air conditioning outlets.



Styled-steel wheels, radial tires and power front disc brakes are part of the SR-5 package.

SPECIFICATIONS:	
EXTERIOR DIMENSIONS	
Wheelbase	98.4"
Length	173.2"
Width	63.8"
Height	54.1"
CURB WEIGHT	2645 lbs.
CAPACITIES	
Luggage Compartment	8.3 cu. ft.
Fuel Tank	14.5 gals.
DRIVE TRAIN	
Transmission	5-speed overdrive, synchromesh
Gear Ratios:	
1st	3.287, 2nd 2.043,
3rd	1.394, 4th 1.000,
5th	0.853, Reverse 4.039
Rear Axle Ratio	3.727 to 1



Luxurious Hi-back reclining front bucket seats are color-keyed to match interior.



Hi-back reclining front passenger seat makes for comfortable driving.



AM/FM multiplex stereo radio and electric clock are among many extras that don't cost extra.



Racy-looking instrument panel and console are trimmed in simulated woodgrain.



5-Speed shift knob and 4-spoke steering wheel are wrapped in genuine leather.



Tachometer reclines at 6000 RPM.

SPECIFICATIONS:	
EXTERIOR DIMENSIONS	
Wheelbase	95.5"
Length	171.5"
Width	63.4"
Height	51.2"
Tread:	
Front	51.4"
Rear	51.4"
CURB WEIGHTS (add 8 lbs. for Calif.)	2514 lbs.
CAPACITIES	
Luggage	5.5 cu. ft.
Fuel Tank	13.2 gals.
DRIVE TRAIN	
Transmission	5-speed overdrive, synchromesh
Gear Ratios:	
1st	3.287, 2nd 2.043,
3rd	1.394, 4th 1.000,
5th	0.853, Reverse 4.039
Rear Axle Ratio	3.909 to 1

Toyota SR-5 Sport Truck. Meet the only little pickup with a 5-speed.

You know a pickup with a 5-speed overdrive transmission has to be unique.

Add the fact that it comes equipped like a car and you've got something pretty special.

But before we tell you why it's like a car, we'd like to assure you that this baby is one tough truck.

(Just witness the rugged steel chassis and powerful 2.2 liter hemi-head engine.)

Indeed, it'll manhandle most any task.

But it can also be easily womanhandled. Because it comes all decked out with car-like plumage.

Nice things like: Hi-back bucket seats. Foot-pleasing carpeting. Ear-pleasing AM radio. And eye-pleasing tinted glass.

Not to mention power front disc brakes, radial tires and racy-looking stripes. All standard.

All in all, this 5-speed is one sporty way to do some fancy haulin'.



Like all Toyota 5-speeds, the SR-5 Sport Truck comes with radial tires and power front disc brakes.



Roomy cab is appointed with Hi-back buckets, AM radio and carpeting.



Fun-loving, gas-saving 5-Speed overdrive transmission is a nice match for the biggest 4-cylinder engine in its class.



Flo-thru ventilation is among many car-like features.

SPECIFICATIONS:	
EXTERIOR DIMENSIONS	
Wheelbase	101.6"
Length	168.7"
Width	62.2"
Height	61.8"
Tread:	
Front	52.2"
Rear	50.8"
CARGO BED	
Inside Length	70.1"
Inside Width	56.3"
Inside Bed Height	16.1"
CURB WEIGHTS	2485 lbs.
CAPACITIES	
Cargo Bed	36.8 cu. ft.
Fuel Tank	12.2 gals.
DRIVE TRAIN	
Transmission	5-speed overdrive, synchromesh
Gear Ratios:	
1st	3.287
2nd	2.043
3rd	1.394
4th	1.000
5th	0.853
Reverse	4.039 to 1
Rear Axle Ratio	4.375 to 1

How'd you like a 5-speed on other Toyota models?



Clockwise from top: Corolla 2-Door Sedan Deluxe, Corolla 4-Door Deluxe, Corolla 4-Door Wagon, Corolla 2-Door Hardtop, Corona 2-Door Sedan, Corona 4-Door Sedan.

As you have seen in this booklet, a 5-speed overdrive transmission comes standard on four different Toyota models.

But it's available on six other Toyota models, too. (Shown above.)

We call this 5-speed overdrive transmission our E-5 option. (The E stands for economy.)

As we pointed out, 5th is an overdrive gear.

So the engine runs about 15% slower than in 4th gear.

All of which means, you should get better gas mileage. And the engine will run quieter and wear better.

So don't think of the E-5 as an option that costs money.

Think of it as an option that saves money.

Now that we've told you about our 5-speeds, we'd like to tell you about us, Toyota.

Today, small vehicles 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.

Make sure doors and windows are fitted tight.

And fuse every car body into a one-piece unit. So it'll stay in one piece.

You see, we make inexpensive

cars. But we don't make them cheaply.

Well-tested

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

In short, 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 air conditioning and power steering on the Mark II.

Or roll bars on the Land Cruiser Hardtop and Soft-top.

Or the transistorized ignition on all models.

And whitewall radial tires on most models.

So you see, Toyota not only comes with a bargain price. You get a lot in the bargain.

Well-priced

For 1975, Toyota has lots of small vehicles to choose from. 23 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.

TOYOTA

Small car specialists for over 40 years.

Toyota Motor Sales, U.S.A., Inc., 2055 W. 190th St., Torrance, Ca. 90504

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