

Small text at the top of the left page, likely a copyright notice.



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



We hope this country has convinced you that a Toyota is more than economical. It's also exceptionally well-made. Matter of fact, we think every vehicle made by Toyota

is so reliable that we offer one of the longest service intervals in the industry. Six months or 8,000 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 48 states. Thanks for stopping by. And happy motoring.



Small text below the Toyota logo.

# TOYOTA Land Cruiser



See how much 4-wheeler your money can buy.

# The Hardtop Monster.

We know your type. Are you looking at a 4-wheeled job but really needed for an on-wheel model?

For you specialists, we built the legendary Land-Cruiser Series, up to and all business. This 4-wheeled drive always makes all the highway, over the hill and through the mud, rain, sand, potholes, ruts, dunes, potholes and bumps. It gets you into some beautiful spots. Away from noisy and noisy.

Built to do work, the Land-Cruiser is a solid example of traditional Toyota craftsmanship. Put together with steel, bolts, nuts, pins, rivets and rivets.

For people that are looking, we don't build anything halfway. Land and Clark would have loved this monster. They never had one Land-Cruiser, he never drove to change from.

The Hardtop: The King of the Road.

Drive the way you want. They hang on for the time of your life.

Which is the whole idea. Isn't it?



There's no only place to stop with Land-Cruiser. Unlimited travel time.



Behind all the comfort is plenty of room to make your trail.



Instrumentation includes an oil level gauge, deflator, pressure gauge for fuel, oil pressure and water temperature.



Master Equipment includes built-in steering wheel and a more comfortable steering wheel.



The powertrain. A 4-cylinder 1600 cc 1000 cc engine drives 100 hp at 1000 rpm (1000 cc).



You have automatic transmission. You do the transmission. The other automatic 4-speed manual comes in you shift into 4th gear drive without slipping.



In the middle of a storm, in the middle of darkness, it's brighter than dawn.

# The Convertible Monster.



Big, beefy 16-in. tires are standard.



With the seats held up, you may get in easier.



Big controls and plenty of dials give you a lot of control.



Voluptuous, it drives not only great, it's got a lot of room.



Powerful, solid steel frame with front suspension. You can even install a winch without modification. You can even tow a trailer with its own lights.



A pair of doors, a heated roll-over protection bar, and a 4-wheel drive.



Big working lights, several of them. And they work in places that other lights can't see.



You don't have to sacrifice with the open top. It's got room and a lot of storage for the kids.



Sturdy, impressive roll-over protection bar. And a 4-wheel drive.



Convertibly, folded, your car is the way it'll hold up for added space.



With the top swapped in place, it's up to any thing you can do.



It's a little more. It gives you out of whatever it gets you done.

# The Wagon Monster.



Standard safety features include seatbelts, center locking wheel.



Optional factory installed air conditioning.



Customizable bench seat with standard 60/40 split.



Passenger seat folds forward allowing more space for the children.



60/40 split with the main top.



Advanced luggage with the main floor.



Privacy tough vinyl upholstery in every model.



Like the Steering, the Wagon has an extra feature to look at.



Wagons have standard locking front hubs.



Old fash., vinyls become power door windows.



Old fash., vinyls with power door windows.



Why not sit in a Special Deluxe seat and see how tough you feel!



The Wagon's extra weight is really a heavy-duty suspension.

## STANDARDS:

4 or 6 Valve (optional 1600 cc) engine  
 4 speed full synchromesh transmission  
 4 speed manual transmission (over  
 loading reduces synchro control)  
 Steering stabilizer  
 Oil, eng., water pump and fuel pump  
 Drive shaft, axles  
 Front and rear shock absorbers  
 Extra high wheel wells for easy entry  
 - rear installation  
 17 inch reinforced gas wheel  
 17 inch wheels, steel covered tires  
 4 door design  
 4 wheel drive only  
 Power brakes, front and rear  
 60/40 split  
 Special 60/40 factory (70 inch for 1)  
 Special custom top  
 Padded glass window seat  
 Clear vinyl upholstery in back that  
 vinyl covers  
 4 door rear view mirror  
 4 door lock

## SPECIAL STANDARD EQUIPMENT ON SUBSTANTIVE TRUCKS:

4 door reinforced upper for  
 4 door reinforced lower  
 Locking gas wheel cover  
 4 door lock

## SPECIAL STANDARD EQUIPMENT ON DELUXE:

4 door reinforced upper for  
 4 door reinforced lower  
 Locking gas wheel cover  
 4 door lock

## OPTIONS:

Power windows  
 Electric roof rack with 100 pound rated  
 capacity  
 Power steering locking front hubs  
 Wheel covers with tie bars  
 4 door power windows  
 Special FMV certification equipment  
 4 door and rear lock  
 4 door reinforced carpeting  
 4 door reinforced air conditioning for  
 the Wagon

## SPEC'S:

Dimension	1600 cc	1700 cc	1800 cc
Dimensions	170"	169"	169"
Wheelbase	100"	100"	100"
Length	150"	150"	150"
Height	60"	60"	60"
Weight	3000	3000	3000
Top	30"	30"	30"
Seat	15"	15"	15"

## Curb Weights (approx):

Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200
Deluxe	3200

## Small car specialists for over 40 years.

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

Remember, small cars are the most popular of cars.

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



## Well made.

We build VWs for over 40 years. We know what we're doing.

What for? Why we're here to help you with your car.

When we spot a problem with the reliability, we attack it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

And we'll make sure there's every thing you need to know.

What's a car? It's not just a car. It's a car that's built to last.

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

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.

We make sure there's a better way to do it.