

TOYOTA

LAND CRUISER





Side-hinge swing-out rear doors. You can load and unload people and supplies without banging heads.

Equipped like a general store.

To read the standard equipment list, you better get comfortable. The Land Cruiser comes with all this great stuff at no extra charge:

- 4.2 liter 125 hp 6-cylinder OHV engine
- 4-speed full synchromesh transmission
- 2-speed transfer case with floor-mounted levers
- Vinyl covered contour bucket seats
- Steering stabilizer
- Oil, amp, water temp. & fuel gauges
- Seat belt/brake/EGR warning lamp display panel
- Front tow hook
- Single-unit parking light/turn signals
- Hydraulically operated clutch
- Extra high wheel wells
- Floor-mounted gear shift
- Front heater/delroster
- Power front disc brakes
- Padded steel roll bar
- Adjustable driver's seat

- Cowl-mounted 2-speed wiper/washer
- Padded glare-resistant dash
- Padded sun visors
- Visible clutch & brake fluid reservoirs
- 2 outside rear-view mirrors
- Lockable fuel cover
- Cigarette lighter/ash tray
- Tool kit
- H78 x 15 B/W tires & rear swing-out spare
- Front floor mats
- Rear step-up
- Fold-up rear seats
- Side-hinge swing-out rear doors

If you want to deck it out even more, here are the options: Power take-off winch; 8000 lb. rated electric winch; rear heater (Hardtop only); free-wheeling locking front hubs; wheel covers with hub holes; digital clock; AM radio; stereo tape system; FM stereo cartridge (8-track required); mud/snow tires; indoor-outdoor carpeting. Additional options may be available at your local Toyota dealer.

SPECIFICATIONS: Wheelbase, 90.0" Length, 152.4" Width, 65.6" Height, 76.8" Front tread, 55.3" Rear tread, 55.1" Ground clearance, 7.9" Curb weight, 3792 pounds. Fuel tank capacity, 16.4 gallons. Transmission: Type—Manual 4-speed full synchromesh. Ratios: 1st—3.555; 2nd—2.292; 3rd—1.410; 4th—1.000; Reverse—4.271. Rear Axle: Type—Semi-floating hypoid; Ratio: 4.11:1. Transfer Case: Type—2-speed helical gear, sliding; Ratios: Low—1.959; High—1.000. Colors: Red, yellow, green, blue, olive, beige, white.

Built like a fort.

This classic 4-wheeler combines the endurance of an armadillo with the agility of a mountain goat.

On a durability scale, it's somewhere between a rock and a hard place. Constructed of reinforced steel. Put together for keeps with rivets, welds, nuts, and bolts—not sheet metal screws. You get a solid steel bumper; steel skid plates to protect vital innards; and a hang-tight suspension that gets the best of the worst trail. Be it down in a desert gulch or up on the chapparal.

For out and out quality and stamina, the Toyota Land Cruiser is the goldangedest rig off the road.

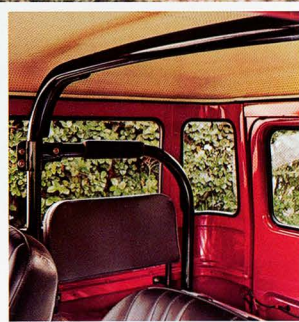
Accessories or options shown are available at extra cost. Specifications, equipment, and prices are subject to change without notice.



When does a Land Cruiser wear out? Hard to say. Frank Conn, here, owns one of the first ones that came over back in '58. Still going strong, it takes him hunting and fishing up where he lives in Cle Elum, Washington. 18 years is darn near a legend. And Frank's Land Cruiser is still the toughest hombre in the territory.



New power front disc brakes help you make smooth stops.



No extra charge for a padded steel roll bar (Hardtop only).

And here's one that packs a whole grubstake.

Don't get it in your head that the Land Cruiser Wagon is some ordinary station wagon.

It takes on all the trail jobs. Covered wagon. Chuckwagon. Stagecoach. And part mule train.

Out back, it deals in wide open spaces. It's big with the seats up. Gets even bigger with the seats down. You can stow enough stuff in there to keep going for weeks. Tents, tackle, pots, sacks, gear. And still have plenty of room for the folks riding with you.

Mighty comfortable. Bench seats, front and rear, with vinyl upholstery that's tough as rawhide. Two heaters, so you don't freeze in the back and fry in the front. You have a rear stabilizer, too.

The Wagon has the same standard equipment as the Land Cruiser Hardtop, plus the special standard features you see pictured here. Got the same options, except you can have air conditioning in the wagon.

If you want to round up a gang and hole up in the hills, this is the Land Cruiser that can handle the whole shebang.

SPECIFICATIONS: Wheelbase 106.3"; Length 184.0"; Width 68.3"; Height 73.4"; Front Tread 55.3"; Rear Tread 55.1"; Ground clearance 8.3"; Curb Weight—4,299 pounds; Fuel Tank Capacity—21.7 gallons.



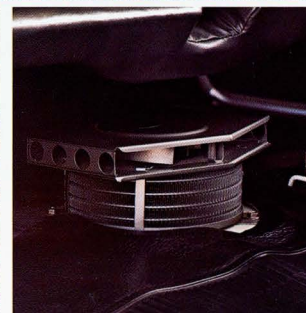
All decked out with cabin comforts, the Wagon is still a 4-wheel drive Land Cruiser, so it's right at home in the mud, ruts and brush.



The Wagon has free-wheeling locking front hubs. Standard, as are the power front disc brakes.



Electric rear window operates with a switch on the dash. Standard.



Rear heater evens out the inside climate. You don't all have to sit in front to keep warm.



Whatever won't fit in here you probably won't need out in the middle of nowhere.



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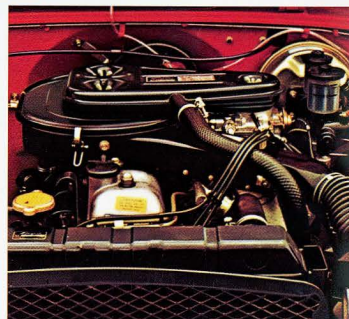
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New power front disc brakes help you make smooth stops.



No extra charge for a padded steel roll bar (Hardtop only).



Big, burly 125 hp 6-cylinder OHV engine. This 4.2 liter powerhouse gives you all the performance you need.



The only soft spot. Standard foam-cushion vinyl-covered contour bucket seats.



You asked for it. And now you got it.

No sweat on parts & service. There are nearly 1,000 Toyota Dealers all over America. Not just in the big cities. But out in the boondocks, too. So if your Land Cruiser ever gets stuck in the sticks, you're still in the game.

There are nine parts distribution centers keeping the dealers stocked up. And if a dealer does happen to be out of some part, the centers are all linked

by computer and telex, and can usually fill orders fast from the nearest parts distribution center.

Remember, the Land Cruiser is a Toyota. Like all good cars, Toyotas are designed to be easy to service. And like all good service, Toyota's is easy to find.

Maybe that's why 94% of the Toyota cars sold in this land since 1958 are still on the road.

Or off, as the case may be.