

Get your hands on a Toyota. You'll never let go.

If you've read this far, you've probably found a Toyota rig you like pretty much.

But maybe, like a lot of people, you're worried about finding parts and service for an imported truck. Especially away from the big cities.

Well, we've spent the past 10 years building one of the finest parts and service organizations in the U.S. So you won't have to worry.

There are nearly 1,000 Toyota dealers throughout America.

There are trained Toyota mechanics in every state.

And there are nine Toyota parts distribution centers around the country — all linked by computer and telex — to keep Toyota dealers well-stocked. So whatever part you need, your Toyota dealer probably has it on hand. If not, he can get it fast. The system's so

efficient it fills most orders within 24 hours.

And Toyotas are designed to be easy to service. You don't have to take apart half the engine to change a spark plug.

Good trucks that are easy to service.

And good service that's easy to find. Maybe that's why over 95% of the Toyota trucks sold in this country are still on the road, going strong.



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Toyota Motor Sales, U.S.A., Inc.
2065 West 190th Street, Torrance, California 90504

TOYOTA

TRUCKER'S MANUAL



4 Rigs to Choose From. 2 with 5-Speeds.

Our Original Rig.

This rugged well-built little half-ton is a cousin to the very first truck we brought to this country.

It's still rugged. It's still well-built. And it's still our least expensive.



Even so, the engine is a big 2.2 liter. And that makes it one of the most powerful in any little pickup.

Yet for all that power, it's economical. And this year its good gas mileage is even better because we've made a lot of improvements.

Which is reason enough to own one. But we didn't stop there.

We gave it a 4-speed synchromesh transmission (a durable 3-speed automatic is also available), power front disc brakes and a bigger brake booster to ensure smooth, quick stops. We gave it lots of leg, head and hip room, so you'll be comfortable no matter how far you go. And we gave it power boosted flo-thru ventilation, so it won't get stuffy in the cab.

TOYOTA HALF-TON

Then, after we're satisfied it'll perform good and look good, we want to be certain it'll stay looking good, too.

So we make sure all the seams match. And all the trim is in line. We make sure doors and windows are fitted tight.

We test each engine in 10 different ways before it even goes into the truck. Then upon final assembly, we drench every single vehicle with over three tons of water. From the top, the sides, and from underneath.

To make sure it doesn't leak.

In other words, we built our sturdy little truck to withstand the ravages of a lot of hard work. And a lot of hard play.

And a lot of years.

Our Long Rig.

Our original ideas... plus a little bit more.

In fact, almost a foot and a half more. That's how much room we added to the regular bed. And we added almost a foot to the wheelbase, too. To give it more stability.

That way, you can carry more dirt bikes. Or haul more bulky gear. Or more lumber. Or have a better base for a camper — and feel good knowing it's on top of a solid foundation.

We also gave it a bigger gas tank. Four gallons bigger. So you can go farther between fill-ups.

Underneath the hood is a big 2.2 liter engine. And that makes it one of the most powerful in any little pickup.

TOYOTA LONG BED.

Yet for all that power, it's economical. And this year its good gas mileage is even better because we've made a lot of improvements.

The way we look at it, though, good gas mileage alone isn't enough anymore. Sure it's important. But we think you want a truck that's well-built and well-equipped, too.

That's why we gave our truck a 4-speed synchromesh transmission (a durable 3-speed automa-

tic is also available), power front disc brakes and a bigger brake booster, power-boosted flo-thru ventilation and lots of leg, head and hip room.

You see, we built our long, long rig with the idea that you'll be keeping it for a long, long time.



Toyota Half-Ton



Toyota Long Bed

Our Fancy Rigs. TOYOTA SR-5 SPORT TRUCK TOYOTA LONG BED SR-5 SPORT TRUCK

Our original ideas...plus a little bit more...plus a little bit more.

Actually, a whole lot more.

The main thing that sets our Sport Trucks apart from other small trucks is the 5-speed overdrive transmission. It helps you get better gas mileage and saves wear and tear on the engine. Because the engine runs slower in 5th than in 4th gear.

But that's only the beginning of what our SR-5 Sport Trucks have to offer.

We gave our brand new Long Bed SR-5 a cargo bed over seven feet long. So there's lots of room to carry dirt bikes. Or bulky gear. Or lumber. Or even a camper.

We gave it a long wheelbase, too—for extra stability.

We also gave it a big 16.1 gallon gas tank. So you can go farther between fill-ups.

Our regular SR-5 Sport Truck has



a six foot bed and a 12.2 gallon gas tank.

Beyond that, our two SR-5 Sport Trucks are identical twins.

Inside the roomy cab, you'll find soft, durable vinyl Hi-back bucket seats.

Plush wall-to-wall cut-pile carpeting. AM radio. Tinted glass to cut down glare. Extra insulation to cut down noise. An easy-to-read instrument panel with a real water temperature gauge instead of a light. A nifty console between the front seats that you can put maps and things in. And motion-sensitive seat belts that don't restrict you while you're driving—some

thing you don't often find in trucks.

Outside, you'll see some fancy stripes. And wide radial tires with slotted steel wheels and bright hubcaps.

Underneath the well-built pickup body is a rugged steel frame.

Which is always a reminder that, regardless of the extra comfort and fancy frills, the SR-5 Sport Trucks were crafted, first and foremost, for utility. And designed, last but not least—to last.

...Plus a little bit more.



Roomy cab with soft, durable, vinyl hi-back bucket seats



Toyota SR-5 Sport Truck

Toyota Long Bed SR-5 Sport Truck



Toyota SR-5 Sport Truck

Standard Features.

Our most important page.

Specifications

Brakes.

Type: Power front disc, rear drum
 Diameters (front disc) 10.5" (rear drum) 10.0"
 System: Tandem master cylinder with 9" vacuum booster
 Parking brake: Mechanically operated on rear wheels

Capacities.

Fuel tank: 12.2 gal. (16.1 gal., Long Bed and Long Bed SR-5)
 Oil: 4.8 qts
 Cooling system: 8.5 qts

Chassis/Body.

Separate body and frame
 Clutch:
 Single dry plate, 9.0" diam.

Weights* and Capacities.

Curb wt (SR-5) Std bed 2475 lbs., Long Bed 2565 lbs.,
 (4-speed man) Std bed 2455 lbs., Long Bed 2545 lbs.,
 (3-speed auto) Std bed 2480 lbs., Long Bed 2570 lbs.
 Cargo wt rating (Std. Bed, SR-5 & Long Bed) 1100 lbs.
 *Add 15 lbs for California.

Gross Vehicle Weight.

Half-Ton/SR-5 Sport Truck, 3,865 lbs
 Long Bed/Long Bed SR-5, 3,920 lbs

Electrical System.

Battery	(Standard)	(All Weather Guard)
Alternator	12 V/50 AH	12 V Heavy Duty
Starting Motor	12 V/40 A	14 Kw
Transistorized ignition	Standard	Standard

Emission Control System.

Meets all EPA requirements nationwide
 (Standard) Zinc ctd

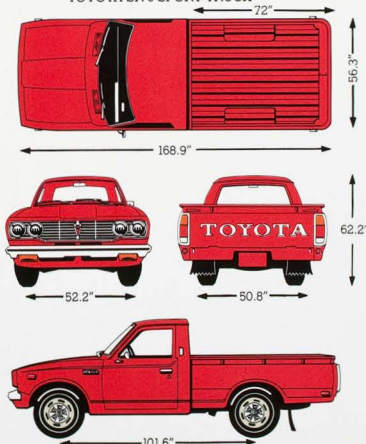
Muffler.

(All Weather Guard) Aluminized Catalytic conv in Calif)

Engine.

Type: 2CR, 4-cyl, in-line, SOHC (5 main bearings)
 Displacement: 2.2 liters (2189cc)
 Bore & Stroke: 3.49" x 3.50"

Dimensions: TOYOTA HALF-TON TOYOTA SR-5 SPORT TRUCK



Compression Ratio: 8.4:1

Horsepower: 96 hp (@ 4800 rpm - SAE net)
 California: 90 hp (@ 4800 rpm - SAE net)
 Torque: 120 ft/lbs (@ 2800 rpm - SAE net)
 Carburetor: Downdraft 2-barrel, water heated choke
 Fuel Type: Regular (unleaded in Calif)

Rear Axle.

Type: Semi-floating hypoid gear
 Ratio: 4.11:1 (5-speed 4.375:1)

Steering.

Type: Recirculating ball, collapsible shaft
 Ratio (variable): 19.5 - 23.5:1
 Turning Diameter (Std. Bed) 36.0 ft (Long Bed) 39.3 ft

Suspension.

Front: Independent with coil springs, double-acting hydraulic/telescopic shock absorbers, anti-sway bar
 Rear: Semi-elliptic leaf springs and single-acting telescopic shock absorbers

Tires.

Type: 6-ply rating, front & rear
 Size/Color - Front: 7.00 x 14 WSW, (5-speed 185 SR x 14 BW)
 Size/Color - Rear: 7.00 x 14 WSW, (5-speed 185 SR x 14 BW)
 Rim Size: 5"

Transmission.

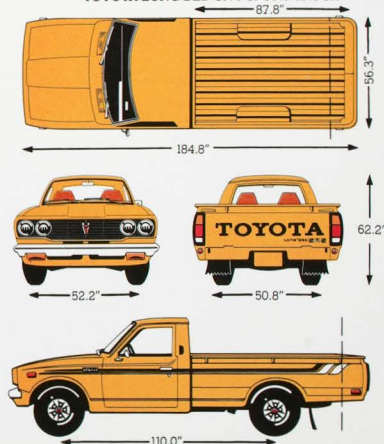
Manual/5-speed synchromesh floor shift (SR-5) gear ratios:
 1st 3.287, 2nd 2.043, 3rd 1.394, 4th 1.000, 5th 0.853,
 reverse 4.039

Manual/4-speed synchromesh floor shift gear ratios:
 1st 3.674, 2nd 2.114, 3rd 1.403, 4th 1.000, reverse 4.183
 Automatic/3-speed console-mounted shift (optional on Std. & Long Bed) gear ratios: 1st 2.400, 2nd 1.479, 3rd 1.00, reverse 1.920

Colors.

White, Red, Brown, Yellow, Olive, Blue

Dimensions: TOYOTA LONG BED TOYOTA LONG BED SR-5 SPORT TRUCK



5 Power front disc brakes

2 4-speed transmission (except SR-5)

3 Heater defroster with 3 speed fan

4 Roomy cab with vinyl seats

6 Passenger assist grip.
 7 Sun visors.
 8 Sound insulation package.

10 Power boosted floor thru ventilation.

11 Whitewall tires with chrome hubcaps (except SR-5)

12 Dual headlamps.
 13 Chrome front bumper.

14 Cargo tie-down hook

- 15 9 in. brake booster
- 16 Ashtray
- 17 Cigarette lighter
- 18 Bright roof drip molding
- 19 Ventless curved side windows
- 20 Zinc coated muffler
- 21 Transistorized ignition
- 22 Radiator with reserve tank
- 23 Electric fuel pump
- 24 Aluminum water pump
- 25 Spare tire
- 26 Mud guards
- 27 Bright windshield molding
- 28 Reversible ignition and lock key.

Plus a little bit more on our long rig.

All half-ton standard features plus:
 29 87.8 in long cargo bed.

Plus a whole lot more on our fancy rigs.

- 30 5-speed overdrive transmission.
- 31 AM radio
- 32 Cut-pile nylon carpeting
- 33 Full console
- 34 Hi-back vinyl bucket seats
- 35 Slotted steel wheels
- 36 Ornamental hubcaps
- 37 SR-5 emblems (dash and tailgate)
- 38 SR-5 tape stripe.
- 39 Tinted glass
- 40 Curved side windows
- 41 Woodgrain shift knob.
- 42 Wide radial tires
- 43 Motion sensitive seat belts
- 44 87.8 in. long cargo bed (Long Bed & Long Bed SR-5).

Options.

Factory air conditioning
 AM radio (standard on SR-5's)
 All weather guard package (except California)
 Full console (w/auto trans - Std. & Long Bed)
 Durable 3-speed automatic transmission (except SR-5's)
 Vinyl bucket seats (w/auto trans - Std & Long Bed)
 Bumper guards
 Door edge guards
 8-track stereo tape player
 Floor mats
 Body striping
 Western mirror
 Additional options may be available at your local Toyota dealer.

Accessories or options shown are available at extra cost. Specifications, equipment and prices are subject to change without notice. Mileage claims in this brochure are based on 1976 EPA tests. Truck models got up to 33 MPG on the highway and up to 20 MPG in the city. Your actual mileage may vary depending upon the type of driving you do, your driving habits, how well you maintain your truck, optional equipment installed, and road and weather conditions. EPA mileage results for individual models are available at your Toyota dealer.