

SPECIFICATIONS

ENGINE

4-cylinder in-line. Single overhead camshaft. Piston displacement, 120.0 cu.in. Bore and stroke, 3.48 x 3.15 inches. Compression ratio, 8.5 to 1.1. Maximum S.A.E. (NET) horsepower, 97 @ 5,500 rpm.

FUEL SYSTEM

Down-draft, two-barrel carburetor with automatic choke. Mechanical type diaphragm pump. Paper element air cleaner. Fuel tank capacity, 13.2 gallons.

COOLING SYSTEM

Water cooling. Corrugated fin and tube type pressurized radiator with centrifugal pump. Circulation controlled by thermostat. Water capacity, 8.3 quarts.

IGNITION

Coil and distributor with mechanical and vacuum control. 12 volts 60 amp/hr. battery. 12 volts 480 watts alternator.

LUBRICATION

Full pressure force-feed by trochoid

pump. Full-flow type oil filter.

CLUTCH

Single dry plate and diaphragm spring with hydraulic actuation.

TRANSMISSION

4-speed manual: All forward gears synchromesh. Gear ratios: 1st, 3.579; 2nd, 2.081; 3rd, 1.397; 4th, 1.000; Reverse, 4.399. Floor mounted shift lever.

3-speed automatic: Hydraulic torque converter with 3 forward and 1 reverse speed planetary gears. Ratios: Low; 2.400; Low; 1.470; Drive: 1.000; Reverse: 1.920.

REAR AXLE:

Semi-floating hypoid gear drive. Final reduction gear ratio, 3.7.

SUSPENSION

Front: Independent with coil springs and wishbones. Double-acting hydraulic telescopic shock absorbers and torsion-bar stabilizer.

Rear: Asymmetrical, semi-elliptic leaf springs and double-acting

hydraulic telescopic shock absorbers.

STEERING

Recirculating ball type gearbox with variable ratio of 19.5 - 21.5 to 1. Minimum turning circle, 31.5 feet.

BRAKES

Front disc and rear drum brakes with tandem master cylinder, vacuum booster and pressure control valve. Corrosion-resistant brake lines.

Parking brake mechanically operates on rear wheels.

TIRES

6.00 - 13, 4-ply rated tubeless. White wall.

DIMENSIONS

Overall length, 168.2 inches. Overall width, 61.8 inches. Overall height, 55.1 inches (Sedan), 54.5 inches (Hardtop). Wheelbase, 95.7 inches.

CHASSIS BODY

Unit construction.

Toyota's policy of continual improvement in design and manufacture requires specifications, equipment and prices be subject to change, without notice.

TOYOTA CORONA



TOYOTA
We're quality oriented

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

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More power to you. You get it from regular or low lead gas.

Here's the commuter's friend. Our famous little workhorse, the Corona single overhead cam engine. Here's agile power. The engine has a larger, 120.0-cubic inch displacement. Doesn't sound big? It delivers big. And on regular or low lead gas. For an economy car, it's a real mover. Every drop of gas gets its just due. You can count on the excellent gas mileage you expect from a Toyota car.

Corona's high-output, modern engine is simplicity itself. The dynamically balanced crankshaft has 5 main bearings for a longer, more rugged life. With the single overhead cam, the number of moving parts is reduced. The smooth-running engine idles so quietly there'll be times you'll swear it has died.

Performance? You be the judge.

Your Corona can cruise at maximum highway speeds without strain to the engine or driver. Its top speed is considerably above freeway and highway limits. But this reservoir of power is there to give you smooth performance at lesser speeds, and positive acceleration when you need it for your safety. And there's pulling power for steep grades and heavy loads. The favorable ratio of power to over-all car weight insures sensitive response to the throttle.

In everyday driving the brawny engine is normally understressed far below peak horsepower. This assures economy of operation and a bonus of sprightly performance.

Long life? Would you believe 234,000 miles?

Most Corona owners won't drive cars as hard as Vic Tennison, a contractor from Yucca Valley, California. He bought his Toyota Corona in 1966, and it has chalked up over 234,000 miles. Back and forth to work every day is a good 175 miles.

**Toyota Corona.
When traveling is
part of your
business.**



And a 5,000-mile round-trip business jaunt to Vic is just a few more miles on his faithful Corona. Rugged? Hear what he says: "Sure it's been in the shop a few times. I needed new brake shoes at 100,000 miles. And I think it was the 139,000 mark when we put in new rings. You buy a good car. Take care of it, and it takes care of you."

We can't guarantee your Corona will last as long as Vic Tennison's. But you'll get a car that's put together with tender loving care.

**Standard equipment that puts you
in the lap of luxury.**

The Corona sedan and hardtop appear to be loaded with extras. But they're not. Much of what you'll find is standard equipment. For example, you get power-assisted front disc brakes. Tinted glass

all around. And thick wall-to-wall carpeting. Courtesy lights. Back-up lights. An electric clock. Full wheel covers. Ventilation perforated vinyl and fabric upholstery. Toyota even includes a can of touch-up paint. Reclining bucket seats, by the way, are standard on the hardtop and on the 4-on-the-floor sedan.

And, of course, all U.S. Government required safety and smog-control features are included in Corona's low price.

Anti-pollution? Toyota is doing its part.

The Corona engine is designed to meet U.S. anti-pollution standards. The Positive Crankcase Ventilation (PCV) system reduces crankcase blow-by gas released into the atmosphere. Toyota's Improved Combustion System reduces the emission of unburned hydrocarbons, carbon monoxide and nitrogens. Even with a lean gasoline mixture, your Corona engine will operate smoothly and still reduce the emission of harmful pollutants. Continuing Toyota research programs are exerting extensive efforts in the development of safe and pollution-free automobiles.



Corona's 4-cylinder, single overhead cam engine (SOHC)



Corona handles like it's part of the road.

You handle the Corona. It doesn't handle you. A light touch on the wheel gives you quick, responsive steering. The ride is quiet and stable, giving you a solid feel of the road. Thick rubber bushings on front suspension mounts soak up road shocks. You can feel at ease when you need extra power in a tight traffic situation. Plenty of acceleration is available when needed. That can put you on the freeway very nimbly when it's your turn to get on.

The short 31.5 foot turning circle lets you duck neatly into those hard-to-fit parking spots. You'll enjoy the alert power, the comfort and stable handling of your Corona.

You don't have to be an airline pilot to use Corona's instruments.

There's no fumbling to reach intricate knobs and switches. Instruments are handy and visible at a glance. The instrument panel is trimmed with padded, glare-reducing materials. Makes your driving safer and a little more pleasant. You get a resettable trip mileage meter (odometer). And an electric clock with a sweep-second hand. The electric windshield wiper/washer is operated by a handy control on the dash. Also, there's a utility light with an extension cord that lets you examine things close up.

There's a built-in electric rear window defroster. Another polite note—two ashtrays up front. One for you and one for your front seat partner. Oh yes, there's a parcel tray under the glove compartment, within arm's length.

Golfing? Fishing? Traveling? Pack it all in.

You get lots of trunk space in the Corona. The bottom of the trunk is flat, which makes it easier

**Toyota Corona.
Because not
everybody's married
to a mechanic.**



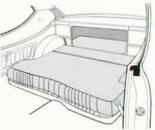
torture test, a bombardment of each car with high-pressure streams of water. This allows us to check for imperfections on the outside, and fix them. Also, to check for water seepage on the inside, and get that fixed too.

And we're concerned about appearance as well as comfort. The paint job gets meticulous attention. First, a primer of even thickness and consistency. Then several coats of top quality paint. The final paint job is carefully scrutinized for flaws. If any are found, they are corrected immediately.

Pick your own transmission.

You can choose Toyota's smooth 4-on-the-floor all-synchromesh transmission or our optional 3 speed automatic. You get a smooth shift from one gear to another with manual or automatic.

On the sedan, the automatic transmission lever is mounted on the steering column. And on the hardtop model a sleek console houses the automatic shift lever.



to stack luggage. The trunk is lined. On the 2-door hardtop you get even more space. The back seat flips down, a back partition comes out, giving you about 6 feet of continuous cargo space. Just the thing for hauling long clumsy items.

We engineer comfort into your Corona.

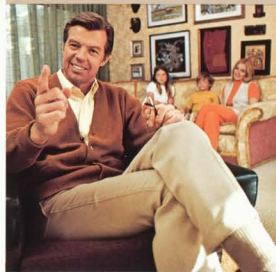
For strength and durability, your Corona has unit-body construction. It's insulated against road and engine noise. One factory check is the water



Optional console-mounted 3 speed automatic transmission

Photo on the left shows Toyota Corona 2-door Hardtop

Toyota Corona. For loving couples with growing families.



A warning light tells you if there's a loss of brake fluid pressure. Back-up lights for parking in dark areas and to let people know you're coming. A control flips on the 4-way warning flasher if you need to use it for an on-the-road emergency.

There's an easy-to-use jack and good set of tools as standard equipment. But we hope you'll never have to use them.

Fresh air on cue. Cold air is an option.

A powerful booster fan in our flo-thru ventilation system brings you outside air. And circulates it even when your Corona is standing still with the windows closed. The direction of incoming air can be changed by adjusting the handy louvers.

The heater/defroster controls are on the instrument panel right in front of you.

If you want to create your own cool climate in hot weather, air conditioning is optional.

Toyota cares about safety, too.

Corona's safety features meet U.S. safety requirements. Both front and rear sections of the Corona are impact-absorbing. Bumpers are equipped with rubber guards.

The dash is padded. Most fittings are either rounded or padded. Seats are firmly anchored. The safety steering column is collapsible. Control knobs are shaped and coded for easy identification.

Our anti-theft lock/ignition system locks the steering column once the key is removed. A warning buzzer sounds if you've left the ignition key in the lock when you open the door.

And there's a parking brake warning light. Harness type seat belts up front. And across-the-lap type in the back seats. Power-assisted front disc brakes for smooth, positive stopping.



Hardtop's fully reclining front bucket seats that flip down and move forward to make getting in and out of the rear seat easier.

There's a lot going for you on the inside.

We put room where it can do you some good. On the inside. Plenty of head, leg and knee room. Up front, two adults can sit comfortably in contoured bucket seats.

Our sedan bench seat accommodates two grownups nicely. Toyota doesn't skimp on the dimensions of its comfortable seats, nor on the thickness of the foam padding.

Front bucket seats are designed with long backrests and adjustable headrests (restraints). Even with a full load of passengers, you sit as comfortably as in your own easy chair.

Reclining bucket seats adjust from chair-back to practically horizontal position. And they adjust from front to rear 6.3 inches. Your passengers have easy entrance to the back seat in the hardtop. Just flip down the backrest lever on the front passenger side, and the seat slides forward.

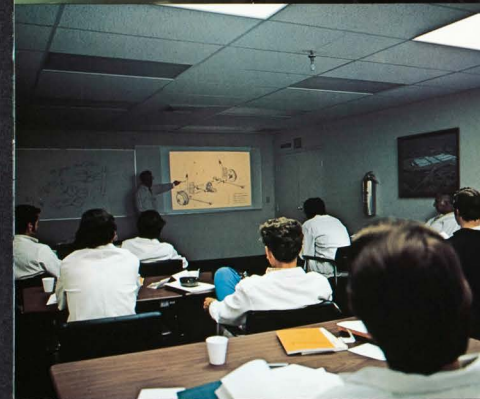
The 2-stage doors open widely and stay open, until you close them.

The rich interior includes padded armrests and wall-to-wall carpeting. Parents will appreciate this feature—the carpeting clips in and out for easy cleaning.

Four doors make it easy on everyone.

Active kids are in and out all the time. The four doors on the sedan open widely with fingertip ease. Corona doors can take a lot of banging. Try slamming them hard. Be our guest. No shake-rattle-and-roll. No glove compartment fallout.

Notice how the doors fit. They're aligned and mounted carefully with the door openings. Door handles are recessed so they won't catch clothing, or you, or the kids. And doors can't be opened by pulling the inside door handle *unless* the locking button is unlocked.



After you buy, we're glad to see you.

With proper care and handling, your Toyota Corona should give you many miles of trouble-free driving. However, as with any car, there are times when maintenance or repair work is necessary. When you bring your car back for repair, that's the moment of truth. Will the dealer be as cooperative as the day you bought your car?

Hear what customer, Mr. J. Todd Campbell of Los Angeles, had to say. "Its performance and craftsmanship have made my Toyota a pleasure to own. When minor difficulties arose during the initial break-in, my Toyota dealer was always courteous and personally interested in seeing that everything was adjusted to my satisfaction."

We receive many enthusiastic letters from Toyota owners. And we do our best to keep them coming.

Trained Toyota mechanics from coast-to-coast.

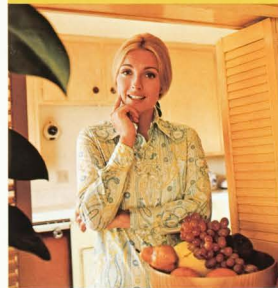
You can drive your Corona most anywhere in the United States and not be far from a Toyota dealership. There are over 850 dealers coast-to-coast, who employ skilled Toyota mechanics. Toyota conducts special seminars and training courses, and has developed many advanced automotive training techniques.

Not all dealerships are close to one of our service schools, so in some parts of the country Toyota's Mobile Service Training Units bring skilled instructors to them.

At the same time, a number of Toyota dealers have equipped their service departments with the most modern electronic diagnostic equipment.

You can rely on your nearest Toyota dealer for reliable service.

**Toyota Corona.
Because who wants
to worry
about service.**



We don't believe in half-finished jobs.

Your Corona gets many tests and inspections as it moves through the factory. And more before it is shipped. And there are rigid quality controls.

Engines and transmissions are individually tested. Wrist pin clearance gets a critical check-up. Doors, glove boxes are aligned. The car is checked for loose screws and bolts. Fabrics are double stitched.

Before loading at the dock for shipment, doors, windows, controls and lights are checked to make sure they work.

When each Toyota car is taken off the ship at destination, in most cases, it is driven off to insure safe handling. It's all part of the dedicated care that goes into your Corona.

We do our part on parts.

Availability of parts is vital to good service. There is nothing more annoying than to have your car tied up while you wait for needed parts.

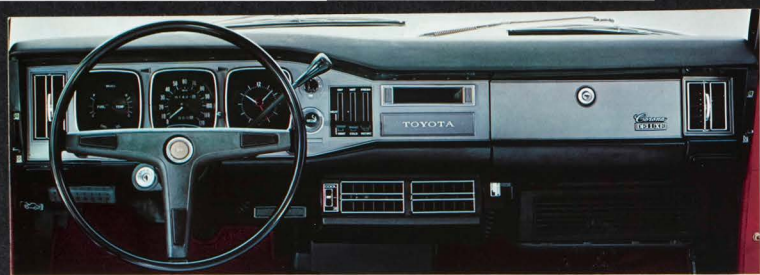
Toyota maintains nine huge, strategically located parts depots across the nation. With their comprehensive inventories, these depots back up each dealer's parts department.

Special orders for parts are air-shipped to the United States. Future plans call for all major parts distribution centers to be linked by computer.

This will allow even the most remote Toyota dealer access to a nationwide storehouse of parts.



Toyota's nationwide dealership network.



It pays to buy a Corona for what you don't have to pay for.

There are many convenience and safety features and luxury appointments on the Corona that are standard. Some cannot be shown. They must be experienced. For example, you won't know about the lightness and directional control of the steering system until you test drive the Corona. The variable ratio, recirculating ball-type steering box is something you don't see. You just feel its effectiveness.

Shown here in detail are some of Corona's standard features and optional equipment.

(1) Padded front dash and glare-free instrument panel. Instruments are visible at a glance and within easy reach. Note

electric clock, trip mileage meter, package tray under glove compartment (unless you have air conditioning). Typical Corona touches.

(2) 4-speed all-synchromesh manual transmission mounted on console, comes with the Hardtop. The handsome console adds a sports car attitude.

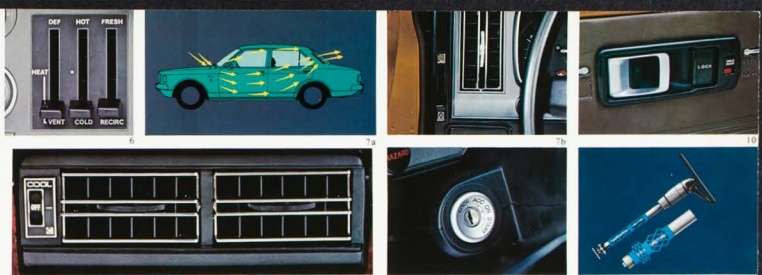
(3) Optional 3-speed automatic transmission. Gear lever quadrant handily located on steering column. (Available on bench seat sedan model only.)

(4) Bring your own concert or pop singers. This beautiful 8-track stereo tape deck is another available option.

(5) Rock 'n Roll or Beethoven. The choice is yours. Optional AM or FM/AM radio available.



The Corona
looks good
coming
or going.



(6) Heater/defroster keeps you in solid comfort. Warmth, defrosting or fresh air as you need it.

(7 a, b) Powerful booster fan and ventilation louvers in floor-thru ventilation system let in lots of fresh, outdoor air. System works even when car is standing still with windows up.

(8) Cool air on call. Factory installed air conditioner is optional equipment.

(9) Anti-theft steering ignition lock. Once the key is removed the wheel is locked.

(10) Inside, door handles are recessed so they won't catch clothing. Safety note! Doors can't be opened by pulling the inside door handle *unless* the locking button is unlocked.

(11) Collapsible steering column is a standard safety feature.

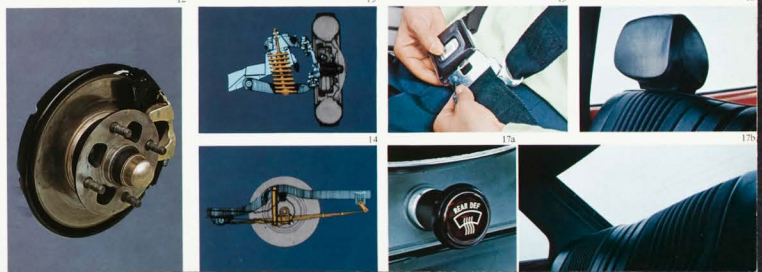
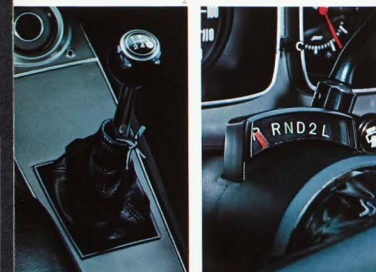
(12) Because your brakes have their heaviest load up front, the Corona has power-assisted front disc brakes.

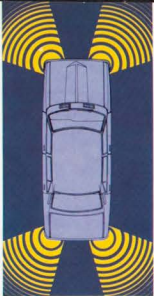
(13) Front suspension system has an anti-sway bar with rubber mounts. Also thick rubber bushings on suspension mounts for smoother, quieter ride.

(14) Sound-deadening rear leaf spring suspension gives you a cushion-comfort ride.

(15) Feel secure. Harness type seat belts in front. Across-the-lap type in back.

(16) Comfortable built-in headrests (restraints) are standard. (17a, b) Electric rear window defroster is built into the glass.





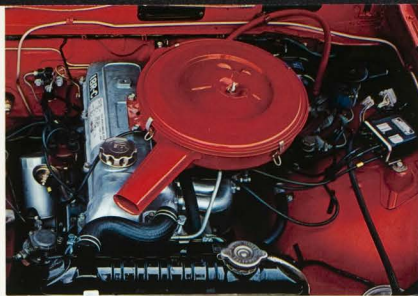
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Yes. "... You'll never let go."

When you own a Corona, you're in good company. Thousands of enthusiastic owners echo the theme of our slogan: "Get your hands on a Toyota... You'll never let go." The Corona owner has a strong degree of brand loyalty. He knows he's bought a beautiful piece of machinery. Sensibly sized, efficient, quiet, powerful and economical. An automobile that will give him years of dependable performance. And at a price that makes it a pleasure to own.



Toyota Corona 2-door Hardtop



Toyota Corona 4-door Sedan

(18) The smartly designed front end lets everyone know you're going first cabin. The distinctive grille, emblem and attractive light assembly add to the luxury look. Headlights and turn signals are large and clearly visible.

(19) They'll read you loud and clear with this rear-light assembly. All lights are integrated. More than ample vision for cars behind you. Rubber bumper guards front and back.

(20) In case of an on-the-road emergency, there's a control on the dash to activate the 4-way warning light flasher.

(21) Large dual headlights illuminate the road well. Easy for all to see. Each light is individually fused so if one goes out the other doesn't.

(22) Rear lights are smartly arranged. Bright signal and

back up lights for everyone to see.

(23) Here's back seat comfort in a rich sedan interior. Firm back support and thick foam padding.

(24) Pack it all in and take off. The flat surface of the trunk allows you to stack more luggage. The floor of the trunk is covered with attractive, durable lining.

(25) Spacious locking glove compartment. A convenient parcel tray underneath (unless you have air conditioning).

(26) Electric windshield wiper/washer is controlled by a switch on the dash.

(27) The short turning circle is just 31.5 feet. Lets you back into those tight spots at the curb.

(28) An ash tray for the driver. An ash tray for his front

seat passenger. Nice.

(29) The hood opens wide so your service man can get a good shot at things.

The engine is easy to get at and maintain. The engine compartment layout is simple, uncluttered by miles of wire, hoses and gadgets. A handy utility light with an extension cord is standard equipment for your convenience.

(30) Prototypes are tested at the factory under all extremes of temperatures. In simulated climates as low as 40 degrees below zero. Transmissions are tested for function tolerances and noise level. We're nit-pickers.

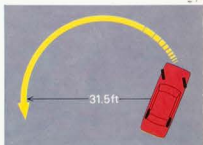
But if we weren't, you wouldn't pick us.



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One of the largest selling nameplates in the world.

Corona was a "first night" hit from the moment it came on stage in the United States. That was in mid-1965. Its sales increase has been dramatic. By 1967, sales had leaped ahead over five-fold. The Corona's reputation for quality of engineering and design is largely responsible for this remarkable popularity. Toyota's research and development programs

are directed towards passenger comfort, safety, and economy. And performance, quality and styling, of course. All well represented in the Corona today.

The many improvements on the Corona since its introduction are appreciated by Corona owners everywhere. That's enough incentive to keep us improving.