

Over 880 Toyota dealers are located coast-to-coast for fast, dependable service. Ten regional service schools are available for the training of their service people. As for parts, nine computerized parts depots are strategically located to supply the nation-wide network of dealer service departments. All this, so that wherever you are... wherever you're going... your Toyota will always be at home.

The Toyota policy of continual improvement in design and manufacture requires that models, specifications, equipment and price be subject to change without notice.

**A:** You're welcome.

**Q:** Thank you.

**TOYOTA**

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

**Answer:** Yes, we'd be happy to.

TOYOTA

**Question:** I can't decide what I need.  
Could you answer some of my questions?

## A: The economical Corolla.

Q: No use hemming and hawing around. What's the most inexpensive model you make?

Even our lowest priced model, the 2-door Corolla 1200 sedan, features an impressive list of standard equipment. Fully-reclining bucket seats. Front disc brakes. Nylon carpeting. Whitewalls. And more. Our Corolla 1600 offers you the same, plus more power and on the fastback model, sporty features like simulated woodgrain steering wheel and shift knob. But if you're really in a sporty mood, try our new Toyota Corolla 5-speed on for size. Besides having extra fun, the Toyota Corolla 5-speed's fifth gear gives you low RPM which helps reduce engine wear. And it's the only 5-speed economy car in the country.



## A: The roomy Carina.

Q: I need an economy car that gives me someplace to put my growing family and my growing luggage. Which Toyota would you recommend?

The Toyota Carina meets the challenge of inner space and lets you have an extra comfortable family 2-door sedan at the same time. As well as some surprising power. With the money you'll save on the Carina, you may want to opt for some options: air conditioning, automatic transmission, stereo tape deck, or AM or AM/FM radio. With extra room the Carina makes a great vacation car for the family. The comfort's in the form of Toyota standard equipment: fresh air heater and flow through ventilation, foam-cushioned, fully-reclining bucket seats, tinted glass, legroom, headroom, and surprising luggage-room. Your family should really take to the Carina. Then take it on vacation.



## A: The popular Corona.

Q: Which Toyota would make a good all-around family car for my all-around family?

The Toyota Corona was one of the pioneers of the economy car market in this country. And it's got a lot of staying power with a 120 cubic inch overhead cam engine. It's the all-around family economy car, blending the best parts of luxury and economy, giving you a small car with a roomy interior and a world of standard equipment. The two-door hardtop comes with a back seat that folds down and opens into the trunk, giving you six feet of continuous cargo space. The four-door sedan gives you four-door convenience, plus a full-width front seat when ordered with the optional automatic transmission. There are a lot more reasons why the Toyota Corona is so popular. See for yourself.



## A: The luxurious Mark II.

Q: I really like my creature comforts. What's the plushest Toyota made?

The Mark II. It isn't just luxurious. It's new and luxurious, featuring the most room, the most power, and the most luxury of any car Toyota makes. In fact, it's the most Toyota you can buy. And here's why. It has a 6-cylinder overhead cam engine, in case you want the luxury of power. Plus wide foam-cushioned bucket seats that fully recline. They're standard on all models. Also standard is the double-stitched brocade seat fabric, electric rear window defogger, and deluxe dash and door panels. Plus the usual Toyota standard features like tinted glass, whitewalls, nylon carpeting, and so on. Of course there are the usual Toyota options like automatic transmission, air conditioning, stereo tape deck, AM/FM radio. Plus a unique Mark II option, power steering. Remember the name. The Mark II. The most Toyota.





**A:** The sporty  
Celica ST.

**Q:** What's the sexiest, racy looking  
Toyota you've got?

The outside of the Toyota Celica ST speaks for itself. From the radial tires to the racing stripes, it says sportiness, loud and clear. Inside, the same way. Tachometer, electric clock, radio, with pop-up antenna, plus a dash, console, shift knob and steering wheel that look and feel very much like wood are just some of the standard equipment on the Celica. It seats four impressed adults. It is as economical to drive as it is fun, from its MacPherson strut front suspension to the 120 cubic inch overhead cam engine. The Toyota Celica ST. Some economy car.



**A:** The rugged  
Land Cruiser.

**Q:** I want a tough four-wheel-drive  
that's comfortable around town  
but can get me away from  
civilization.  
What's your suggestion?

The Toyota Land Cruiser is tough enough to take you from neon lights to natural landscapes without worrying if there's a road there or not. It's rugged. Because it's made with Toyota care and quality. Like the way the vital under-parts are protected by steel skid plates. The suspension system's just plain rugged. And the steering stabilizer helps dampen wheel shock and works against shimmy. The Toyota Land Cruiser isn't just ready for the wilderness, it's ready for you. With a long list of standard equipment. If you want a sturdy vehicle that will take you just about anywhere, take a look at a Land Cruiser.



## A: The inexpensive Half-Ton.

Q: I need a sturdy pickup for work and play that a person can afford. What do you have?

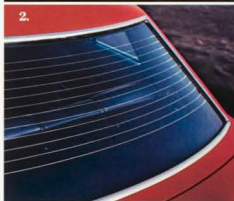
The Toyota Half-Ton is the economical way to have a sensible, maneuverable, and comfortable pickup truck, whether you're hauling lots of surfboards or a thousand pound load. It has the biggest engine of any truck in its class. Its six-foot bed has a row of tie hooks along the tailgate and on each side. The spare's out of the way, under the bed, where it's lowered by a hand crank. There's more to the Toyota Half-Ton. But there's not very much price.



## A: Okay.

Q: Let's see some of the Toyota features you keep talking about.

1. Celica ST's sporty interior includes standard equipment like the simulated woodgrain steering wheel and gear shift, AM radio, electric clock, tachometer and padded dash.
2. Electric rear window defogger, standard on all Corolla 1600s, Carina, Corona, Mark II and Celica ST models.
3. Air conditioning is a popular Toyota option, available on most Toyota vehicles.
4. Every Toyota features a fresh air heater and flow through ventilation as standard equipment.
5. Whitewall tires and wheel covers are standard equipment on the Corolla 1200 and 1600s, Carina, Coronas, Mark IIs and Half-Ton pickup.



**A:** Yes.

**Q:** More features?

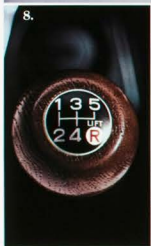
**6.** The interior of the Mark II station wagon gives nearly 8 feet of continuous cargo area.

**7.** Automatic transmission, available as an option on the Corolla 1600s, Carina, Coronas and Mark IIs.

**8.** The Corolla 5-speed, five forward speeds for an economy price.

**9.** Stereo tape deck and AM/FM radio are optional on most Toyota models.

**10.** Fully reclining bucket seats are standard on all Toyota cars. These on the Mark II are covered with a specially brocaded fabric.



**A:** If you promise to read all of them.

**Q:** Could I see some specifications?

	Corolla 1200	Corolla 1600	Carina	Corona	Mark II	Celica ST	Land Cruiser	Half-Ton
<b>Engine</b>	4-cyl. in-line, OHV, 5-main bearings	4-cyl. in-line, hemi-head OHV, 5-main bearings	4-cyl. in-line, hemi-head OHV, 5-main bearings	4-cyl. in-line, SOHC, 5-main bearings	6-cyl. in-line, SOHC, 7-main bearings	4-cyl. in-line, SOHC, 5-main bearings	6-cyl. in-line, OHV	4-cyl. in-line, SOHC, 5-main bearings
<b>Displacement</b>	71.3 cu. in.	96.9 cu. in.	96.9 cu. in.	120.0 cu. in.	137.5 cu. in.	120.0 cu. in.	236.7 cu. in.	120.0 cu. in.
<b>Compression Ratio</b>	9.0 to 1	8.5 to 1	8.5 to 1	8.5 to 1	8.5 to 1	8.5 to 1	7.8 to 1	8.5 to 1
<b>Horsepower</b>	65 hp @ 6000 rpm (SAE net)	88 hp @ 6000 rpm (SAE net)	88 hp @ 6000 rpm (SAE net)	97 hp @ 5500 rpm (SAE net)	109 hp @ 5200 rpm (SAE net)	97 hp @ 5500 rpm (SAE net)	138 hp @ 4000 rpm (SAE net)	97 hp @ 5500 rpm (SAE net)
<b>Transmission</b>	4-speed, all-forward gears, synchromesh	4-speed, all-forward gears, synchromesh. (Optional 2-speed automatic) (Corolla 5-speed, 5-speed, all-forward synchromesh on special model)	4-speed, all-forward gears, synchromesh. (Optional 3-speed automatic)	4-speed, all-forward gears, synchromesh. (Optional 3-speed automatic)	4-speed, all-forward gears, synchromesh. (Optional 3-speed automatic)	4-speed, all-forward gears, synchromesh	3-speed, synchromesh 2nd/3rd, 2-speed transfer case, 4-wheel-drive	4-speed, all-forward gears, synchromesh
<b>Suspension</b>	Front MacPherson struts, coil springs and anti-sway bar. Rear semi-elliptic leaf springs.	Front MacPherson struts, coil springs and anti-sway bar. Rear semi-elliptic leaf springs.	Front MacPherson struts, coil springs and anti-sway bar. Rear 4-link with lateral rod, coil springs.	Front independent with coil springs and wishbones. Rear asymmetrical, semi-elliptic leaf springs.	Front wishbones, coil springs and anti-sway bar. Rear 4-link with lateral rod, coil springs. (Wagon only - leaf springs)	Front MacPherson struts, coil springs and anti-sway bar. Rear 4-link with lateral rod, coil springs.	Semi-elliptic leaf springs front and rear	Front wishbones, coil springs and anti-sway bar. Rear semi-elliptic leaf springs.
<b>Chassis/Body</b>	Unit construction.	Unit construction.	Unit construction.	Unit construction.	Unit construction.	Unit construction.	Frame construction.	Frame construction.
<b>Brakes</b>	Hydraulic, front discs and rear drums.	Power braking system with front discs and rear drums.	Power braking system with front discs and rear drums.	Power braking system with front discs and rear drums.	Power braking system with front discs and rear drums.	Power braking system with front discs and rear drums.	Drums, 4-wheel power assisted hydraulic.	Drums, 4-wheel power assisted hydraulic.
<b>Tires</b>	6.00 x 12 - whitewalls.	6.15 x 13 - whitewalls. (Corolla 5-speed, 155 x 13 SR radial ply blackwalls.)	6.00 x 13 - whitewalls.	6.00 x 13 - whitewalls.	6.45 x 14 double white stripe.	165 SR x 13 radial.	7.60 x 15.	7.00 x 14 tube type.
<b>Wheelbase</b>	91.9 in.	91.9 in.	95.5 in.	95.7 in.	101.8 in.	95.5 in.	90.0 in. hardtop and vinyltop, 106.3 in. station wagon.	101.7 in.
<b>Curb Weight</b>	1725 lbs., 2-dr. sedan.	1912 lbs., fastback and 2-dr. sedan, 1951 lbs., 4-dr. sedan, 2000 lbs., station wagon.	1914 lbs.	2170 lbs.	2670 lbs. hardtop and sedan, 2745 lbs. station wagon.	2266 lbs.	3470 lbs. vinyltop, 3600 lbs. hardtop, 4020 lbs. station wagon.	2480 lbs.



### Specifications:

	COROLLA 1200	COROLLA 1600	CARINA	CORONA
<b>Engine:</b>	4-cyl. in-line, OHV; 5-main bearings.	4-cyl. in-line, OHV; 5-main bearings.	4-cyl. in-line, OHV; 5-main bearings.	4-cyl. in-line, SOHC; 5-main bearings.
<b>Displacement:</b>	71.1 cu. in.	96.9 cu. in.	96.9 cu. in.	120.0 cu. in.
<b>Compression Ratio:</b>	9.0 to 1.	8.5 to 1.	8.5 to 1.	8.5 to 1.
<b>Horsepower:</b>	65 hp @ 4000 rpm (SAE net).	88 hp @ 4000 rpm (SAE net).	88 hp @ 4000 rpm (SAE net).	97 hp @ 5500 rpm (SAE net).
<b>Transmission:</b>	4-speed, all-forward synchromesh.	4-speed, all-forward synchromesh. (Optional 3-speed automatic).	4-speed, all-forward synchromesh. (Optional 3-speed automatic).	4-speed, all-forward synchromesh. (Optional 3-speed automatic).
<b>Suspension:</b>	Front: independent, MacPherson strut. Rear: semi-elliptic leaf springs.	Front: independent, MacPherson strut. Rear: semi-elliptic leaf springs.	Front: independent, MacPherson strut. Rear: 4-link with lateral rod, coil springs.	Front: independent, wish bones, coil springs. Rear: semi-elliptic leaf springs.
<b>Chassis/Body:</b>	Unit construction.	Unit construction.	Unit construction.	Unit construction.
<b>Brakes:</b>	Hydraulic, front discs, rear drums.	Power braking system with front discs.	Power braking system with front discs.	Power braking system with front discs.
<b>Tires:</b>	6.00 x 12	6.15 x 13	6.00 x 13	6.00 x 13
<b>Wheelbase:</b>	91.9 in.	91.9 in.	95.5 in.	95.7 in.
<b>Curb Weight:</b>	1725 lbs., 2-dr. sedan.	1915 lbs., fastback and 2-dr. sedan; 1955 lbs., 4-dr. sedan; 2000 lbs., station wagon.	1914 lbs., manual; 1958 lbs., automatic.	2170 lbs.

	MARK II	CROWN	CELICA ST	LAND CRUISER	HALE-TON
<b>Engine:</b>	4-cyl. in-line, SOHC; 5-main bearings.	6-cyl. in-line, SOHC; 7-main bearings.	4-cyl. in-line, SOHC; 5-main bearings.	6-cyl. in-line, OHV.	4-cyl. in-line, SOHC; 5-main bearings.
<b>Displacement:</b>	120.0 cu. in.	156.4 cu. in.	120.0 cu. in.	236.7 cu. in.	120.0 cu. in.
<b>Compression Ratio:</b>	8.5 to 1.	8.5 to 1.	8.5 to 1.	7.8 to 1.	8.5 to 1.
<b>Horsepower:</b>	97 hp @ 5500 rpm (SAE net).	122 hp @ 5200 rpm (SAE net).	97 hp @ 5500 rpm (SAE net).	138 hp @ 4000 rpm (SAE net).	97 hp @ 5500 rpm (SAE net).
<b>Transmission:</b>	4-speed, all-forward synchromesh. (Optional 3-speed automatic).	4-speed, all-forward synchromesh. (Optional 3-speed automatic).	4-speed, all-forward synchromesh.	3-speed, synchromesh 2nd/3rd. 2-speed transfer case, 4-wheel drive.	4-speed, all-forward synchromesh.
<b>Suspension:</b>	Front: independent, wish bones, coil springs. Rear: semi-elliptic leaf springs.	Front: independent, wish bones, coil springs. Rear: 4-link with lateral rod, coil springs.	Front: independent, MacPherson strut. Rear: 4-link with lateral rod, coil springs.	Semi-elliptic leaf springs front and rear.	Front: independent, wish bones, coil springs. Rear: semi-elliptic leaf springs.
<b>Chassis/Body:</b>	Unit construction.	Frame construction.	Unit construction.	Frame construction.	Frame construction.
<b>Brakes:</b>	Power braking system with front discs.	Power braking system with front discs.	Power braking system with front discs.	Drums, 4-wheel hydraulic.	Drums, 4-wheel vacuum assisted, hydraulic.
<b>Tires:</b>	6.00 x 13	6.95 x 14	165 SR x 13	7.60 x 15	6.00 x 14
<b>Wheelbase:</b>	98.8 in.	105.9 in.	95.5 in.	90.0 in., hardtop and vinyltop; 106.3 in., station wagon.	99.8 in.
<b>Curb Weight:</b>	2305 lbs., hardtop and sedan; 2430 lbs., station wagon.	2975 lbs., hardtop and sedan; 3130 lbs., station wagon.	2266 lbs.	3470 lbs., vinyltop; 3600 lbs., hardtop; 4000 lbs., station wagon.	2447 lbs.



Pick a Toyota. Any Toyota. Though the prices vary, and though they each have something unique going for them, you'll find the quality is consistent. And that's saying a lot. Still, it shouldn't come as any surprise. After all, we've been building quality into our Toyotas for more than 34 years. So with 19 different models to choose from, chances are we can recommend one you'll like. But no matter which one it is, we know 18 other Toyotas just as good.

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## TOYOTA

*We're quality oriented*

Toyota Motor Sales, U.S.A., Inc.  
2055 West 190th Street  
Torrance, California 90501

# We know 18 others just as good as this one.



## Toyota

1. Fully reclining front bucket seats, standard on Corolla, Carina, Corona hardtop, Mark II, Celica ST and Crown hardtop models.
2. Fresh air heater standard on all Toyotas.
3. Bumper guards standard on Corolla, Carina, Corona, Mark II and Crown models.
4. Wheel covers and whitewalls standard on Corolla, Carina, Corona, Mark II and Crown models. Blackwall radials standard on Celica ST.
5. Automatic transmission and air conditioning, available as optional equipment on most Toyota vehicles.
6. Electric rear window defroster, standard on Corolla 1600, Carina, Corona, Mark II, Celica ST and Crown models.



### 1-2-3-4-5-

The Corolla 1200 two-door sedan is our lowest priced, most economical car.

The Corolla 1600 line offers a two-door sedan, a four-door sedan, a fastback, and a two-door station wagon. It also offers a lot more power for a little more money. All Corollas come loaded despite their low prices. Front disc brakes, four-on-the-floor, fully reclining front bucket seats, wall-to-wall nylon carpeting, flo-thru ventilation, cigarette lighter, trip mileage meter, parcel tray, tinted windows, fresh-air heater and defroster, whitewalls, wheel covers, bumper guards, tool kit, touch-up paint and quite a few other extras are standard on all five models.

## Toyota Corolla



### 6-

The new Carina combines surprising power with surprising room. And that makes it a comfortable two-door sedan for families just getting started. The options are there: air conditioning and automatic transmission, stereo tape deck, and AM or FM/AM radio. And so is the standard equipment. In addition to a surprising list of no-cost extras, the Carina has touches like electric rear window defroster, a handy map light, front and rear ashtrays, dual headlights, and a locking glove box with an automatic light. But that's not unusual for a Toyota.

## Toyota Carina

### 7-8-

The Corona is the car that built Toyota's reputation in this country. It gives you power and performance in a popular family car. A four-door sedan comes with front bucket seats or, when ordered with the optional automatic transmission, a full-width front seat. A smart-looking two-door hardtop comes with a back seat that folds down and opens into the trunk for six feet of continuous cargo space. Both Coronas come with an emergency light and extension cord, electric rear window defroster, a flo-thru ventilation system and booster fan to give you fresh air even when the car's standing still with the windows rolled up, electric clock, and a power braking system with front discs. And that's just the beginning.

## Toyota Corona



### 9-10-11-

For people who want luxury and economy, there's the Mark II. It gives you posh, padding and size just about everywhere. The ride is more than you might expect from an economy car. And so is the comfort. Mostly because of the wide, padded front bucket seats that slide back and forth and recline to many different positions. They do about everything but swivel. And they're standard on both the four-door sedan and two-door hardtop models. Also standard is the double-stitched brocade seat fabric, electric rear window defroster, and deluxe dash and door panels. To say the Mark II will spoil you is no exaggeration.

## Toyota Mark II







## 12-

The Celica ST is a sporty personal car. It's economical, seats four adults, and offers a lot for the money. Radial tires, tachometer, electric clock, radio with pop-up antenna, racing stripes, hood vents, and a dash, console, shift knob and steering wheel that look and feel like wood are just some of the standard equipment on the Celica. Some economy car.

### Toyota Celica ST



## 13-14-15-

The Crown is the best Toyota you can get your hands on. It's a precision-built automobile for people who want highly distinctive Toyota quality. Models include a four-door sedan, two-door hardtop and four-door station wagon. The standard equipment is extravagant. Power steering, power brakes, FM/AM radio with foot switch, station-search bar and power antenna, and rear-seat reading lamps are included on the four-door sedan and two-door hardtop. It's easy to see why we called our top-of-the-line Toyota the Crown.

### Toyota Crown

## 16-17-18-

The Land Cruiser is an obvious example of Toyota quality. It makes its own roads. And it stands up to almost anything. In short, it's a tough, no-nonsense four-wheel-drive vehicle. Vital parts underneath are protected by steel skid plates. There's a heavy-duty suspension system and heavy-duty front and rear axle. A steering stabilizer dampens wheel shock and works against shimmy. Standard equipment includes a long list of things normally considered extras. So all three Land Cruisers (hardtop, vinyltop and station wagon) come loaded right off the showroom floor. We don't play games with options. The Toyota Land Cruiser comes ready to do the job.

### Toyota Land Cruiser



## 19

Our Half-Ton introduces Toyota economy to pickup trucks. The result is a sensible, maneuverable, enjoyable way to haul 1000 pounds. Its six-foot bed has a row of tie hooks along the tailgate and on each side. The spare is out of the way, under the bed, where it's lowered by a hand crank. A front towhook is bolted to the frame. And that's just a small part of our big value story. The Toyota Half-Ton is smaller than most half-tons. But then so is the price.

### Toyota Half-Ton

