

TOYOTA HI-LUX

Half-ton Pickup



It may be half economy car,

but it's all truck.



It stands to reason that the people who make so many economy cars would one day make an economy truck. And that's exactly what the Toyota Half-Ton is. An economy truck. It costs very little to buy. And very little to run.

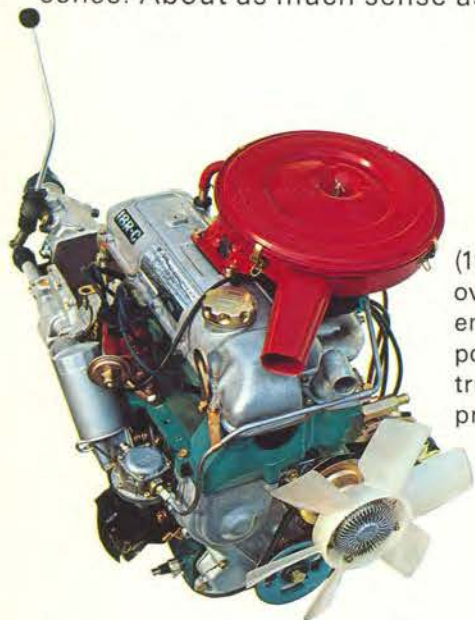
And like all Toyotas, it handles like a charm. Not like a truck.

The Toyota Half-Ton makes a lot of sense. About as much sense as an economy car.

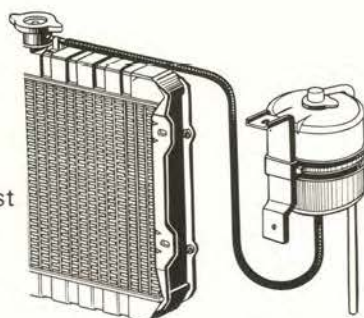


The Toyota Half-Ton has a lot in common with economy cars. But in many ways, it's a lot like any other tough truck. It has the same 1000-lb. capacity as other half-tons.

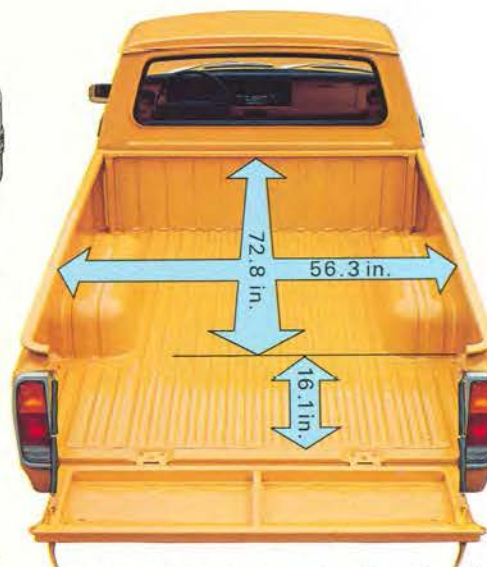
With a full six-foot bed. And a rugged suspension system underneath it all. It also has the biggest, most powerful engine of any truck in its price class.



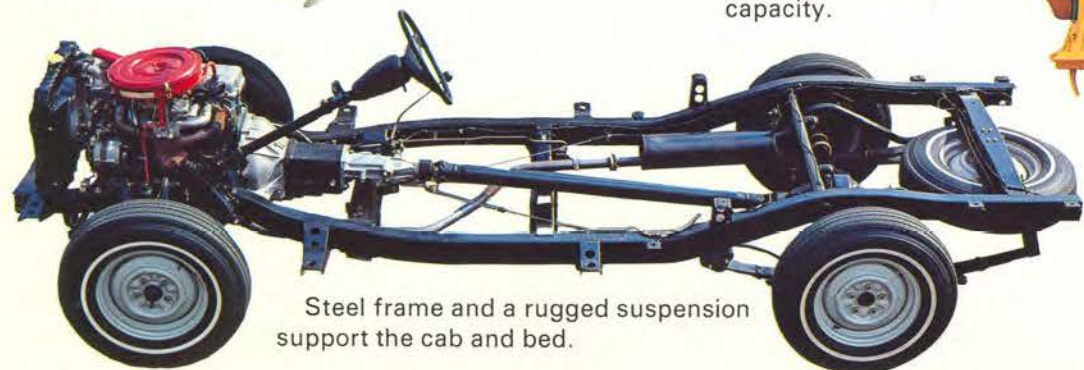
120cu.in. (1968cc) single overhead cam engine is the most powerful of any truck in its price class.



Coolant levels can be easily checked with this durable see-through reservoir, which also increases cooling capacity.



The six-foot-long double-ribbed bed measures 56.3 inches across.



Steel frame and a rugged suspension support the cab and bed.



The Toyota Half-ton is not only powerful, but maneuverable. The turning diameter is a short 34.1 feet in diameter.

We mix business with pleasure.



It may be all truck,

Even though our little pickup is inexpensive, it compares well with other half-tons.

Our Toyota Half-Ton comes with whitewall tires, dual headlights, a spare under the bed that you lower with a hand crank, tie hooks all around the box and a rubber floor mat that stays put or snaps out for easy cleaning.

The floorshift is synchromesh in all four forward gears.

So considering all we offer, why should you pay more for more truck than you need?



but it sure is fun to drive.

Our little pickup is a lot like an economy car in more ways than economy. To begin with, it doesn't drive like a truck.

Being small, it's very maneuverable. Which makes it easy to park. And fun to drive.

The cab is very car-like. There's a padded dash, a padded headliner, vinyl interior and flo-thru ventilation. So our little pickup makes a nice little commuter car.

But there's no denying the versatility of the Toyota Half-Ton. Suddenly many new weekend activities have become affordable.

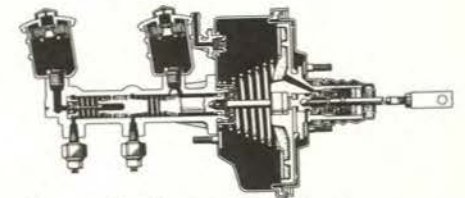
You can even add a camper. That, too is inexpensive when you're adding it to a Toyota Half-Ton.



The vinyl interior is durable and easy to keep clean. Removable floor mat is standard.



The dash is good-looking and all instrumentation is easy to read, with glare-resistant instruments and a padded dash.



Power brakes are standard, as are dual master cylinders.



Flo-thru ventilation with 2-speed blower moves fresh air throughout the cab, even while standing still.



The large defroster helps clear things up fast. Temperature lever lets you adjust the heat to your own liking.



Air conditioning is available as an option.

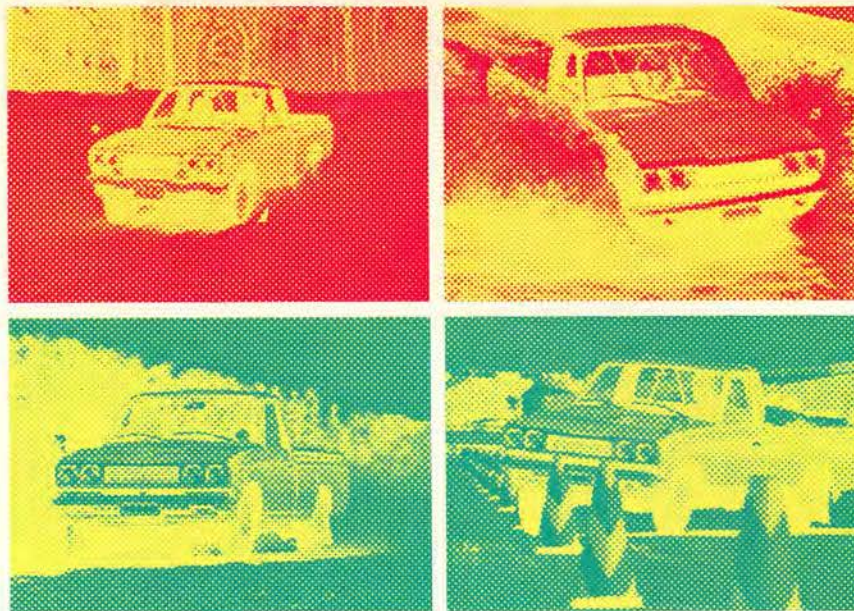


AM and AM/FM radios are optional.

Our economy truck makes a nice commuter car.



The reason the name Toyota is stamped boldly across the tailgate of our truck is because we're proud of what it stands for. And we want to advertise the conscientious quality control that stands behind every Half-Ton we turn out. As well as the more than 880 dealers coast-to-coast who stand behind them. This is the same quality that goes into our line of passenger cars, and our Toyota Land Cruiser. It's that quality which keeps our inexpensive transportation from being cheap transportation.



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

SPECIFICATIONS

ENGINE

Type: 4-cyl. in-line SOHC, 5 main bearings
 Displacement: 120.0 cubic inches (1968 cc)
 Compression Ratio: 8.5:1
 Horsepower: 97hp at 5200rpm (SAE net)
 Torque: 106 ft.-lbs. at 3200rpm (SAE net)
 Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM

Battery: 12 volts, 60 amp/hr.

TRANSMISSION

Manual: 4-speed, all synchromesh
 Ratios: 1st, 4.016; 2nd, 2.509;
 3rd, 1.534; 4th, 1.000; Reverse, 4.571

REAR AXLE

Ratio: 4.111:1

SUSPENSION

Type: Front: Wishbones, coil springs, anti-sway bar

Rear: Semi-elliptic leaf springs

STEERING

Type: Recirculating ball, variable

ratios (19.5:1 to 21.5:1)

Turning Diameter: 34.1ft.

BRAKES

Type: 4-wheel drum, vacuum assisted

Diameter: Front drum: 10.0 inches

Rear drum: 10.0 inches

TIRES

Type: Front: 4-ply-rated tube type whitewall

Rear: 6-ply-rated tube type whitewall

Size: 7.00x14

DIMENSIONS, WEIGHTS, CAPACITIES

Wheelbase: 101.6 inches

Overall length: 168.5 inches

Overall width: 62.2 inches

Overall height: 62.2 inches

Curb weight: 2480 lbs.

Gross weight: 3880 lbs.

Inside bed length: 72.8 inches

Inside bed width: 56.3 inches

Inside bed height: 16.1 inches

Fuel tank capacity: 13.7 gals.

Oil capacity: 5.3 quarts

Cooling system capacity:

9.0 quarts



There are more than 880 Toyota dealers across the country. And ten service training centers are available for the training of their service people. There, the technicians work to become experts on the ins and outs of your Toyota.

As for parts, nine computerized parts depots located throughout the U.S. help to keep your dealer well stocked.

We can't make getting your vehicle serviced enjoyable.

But we're doing the best we can to insure that you get fast, professional service on your Half-Ton virtually anywhere in the country.

TOYOTA
We're quality oriented