

QUALITY
YOU ASKED FOR IT. YOU GOT IT.
TOYOTA

TOYOTA

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THE 1977
CORONAS



**J.C. DU FOUR ASKED FOR
A WELL-BUILT CAR WITH STYLE
AND FEATURES TO MATCH
THE BEST EUROPEAN IMPORTS.
HIS CLIENTS AGREE—
J.C.'S NEW CORONA IS AN
AUTHENTIC WORK OF ART.**

J.C. Du Four obviously knows as much about buying cars as he does about buying art. He got a Corona 4-Door Sedan.

Driving it is sheer pleasure. Because the 4-Door Sedan's built solid, with a big, reliable 2.2 liter single overhead cam engine to deliver plenty of power. Plus other quality standard features that make it perform superbly when J.C. drives the gallery circuit.

Like rugged, long-lasting white sidewall steel belted radial tires. And power front disc brakes that provide straight, smooth stops. Plus a smooth-shifting 4-speed manual transmission that gets good gas mileage* in town or out on the road. Or there's a choice of two other transmissions available as optional equipment, a 3-speed automatic or a 5-speed overdrive.

Business or pleasure, the Corona 4-Door Sedan gives J.C. a ride that's comfortable, smooth, and extremely quiet as well. Like all Coronas, it's got a solid, unitized body—with welds instead of nuts and bolts—to help eliminate bothersome squeaks and rattles.

And inside, J.C. found all the luxury he wanted. A spacious comfortable interior with room to stretch out, plus loads of luxury features at no extra cost.

Like reclining hi-back front bucket seats that gently cradle the body. Plush loop pile wall-to-wall carpeting to help keep down road noise. Plus cool eye-saving tinted glass, refreshing power-boosted Flo-thru ventilation, a convenient electric rear window defogger and stacks of other Corona extras that don't cost extra.

Ask J.C.'s opinion of Corona 4-Door Sedan comfort, luxury and durability, and he's more than likely to say—it's quite simply a perfect work of art.

*See EPA mileage figures on specification page.



Corona 4-Door Sedan.



The 4-Door Sedan is classically styled to be as beautiful as the art it's displaying.



The optional 3-speed automatic transmission package includes roomy bucket seats and a column-mounted shift lever.



A handsome instrument panel adds a special touch of luxury to the roomy, comfortable interior.



MOM ASKED FOR A VERSATILE 5-DOOR WAGON THAT COULD GET DAD OFF TO WORK, THE KIDS OFF TO SCHOOL AND RUN ERRANDS FOR HER DURING THE WEEK. DAD GOT ENOUGH ROOM TO TAKE THE WHOLE FAMILY CAMPING ON WEEKENDS.

Mom and dad agree—the Corona 5-Door Wagon is a versatile way to go.

By dropping the Wagon's handy fold-down rear seat, mom can bring 20 full size bags of groceries home from the market. Come weekends, dad's got room for four plus all their camping gear.

Whatever the cargo, it'll ride on soft loop pile wall-to-wall carpeting that covers not only the floor, but the entire cargo area as well. And should even more cargo space be needed, the optional roof luggage rack provides plenty of it, up top.

Loading and unloading the Wagon is an easy task too. It's got four doors plus a convenient wide-opening rear door that flips up and out of the way with a simple one-hand operation.

The whole family enjoys the Wagon's smooth sedan-like ride, and dad likes the quality performance features that give it excellent handling. Long-lasting white sidewall steel-belted radial tires, fade-resisting power front disc brakes, and a solid, unitized body—with welds instead of nuts and bolts.

For ample power, the Wagon's got a big, durable 2.2 liter single over-head cam engine. And an economical 4-speed manual transmission that gives excellent gas mileage.* Or there's a choice of two other transmissions available as optional equipment: a 3-speed automatic or a 5-speed overdrive.

Inside, the Wagon's equipped with loads of extras at no extra cost. Comfortable reclining H-back front bucket seats. Eye-saving tinted glass. Even a handy electric rear window defogger.

The whole family's been spending a lot more time in the country since mom and dad got the big, versatile Corona 5-Door Wagon.

*See EPA mileage figures on specification page.



Corona 5-Door Wagon



The optional Automatic Transmission Package includes a smooth-shifting 3-speed automatic, roomy bench seats and a convenient column-mounted shift lever.



At the touch of a handy seat-back release, the Wagon's rear seat folds down flat to make room for a mountain of cargo.



Loading and unloading the Wagon is quick and easy with the help of two handy levers.



**BEFORE THE BABY ARRIVED,
MIKE DONAHUE ASKED FOR A
ROOMY, PRACTICAL CAR.
BUILT TO LAST.
BOTH BABY AND MIKE'S
NEW CORONA ARE
COMFORTABLE AND
DOING FINE.**

Mike's been proudly passing out fine cigars ever since he got the practical Corona 2-Door Hardtop. He likes the built-in dependability of its powerful 2.2 liter overhead cam engine. And the smooth-shifting comfort of a standard 3-speed automatic transmission.

Or there's a 5-speed overdrive transmission available as optional equipment. It helps to increase gas mileage* and reduce engine wear when driving in fifth gear.

But that's not all that impresses Mike about the Hardtop. It's got a smooth, comfortable ride even a baby could sleep through. Plus quality performance features to give it excellent handling.

Like fade-resistant, power front disc brakes for sure stopping power. And road-gripping steel belted white sidewall radial tires. Plus a solid, unitized body — with welds instead of nuts and bolts — to help eliminate bothersome squeaks and rattles.

Inside, Mike was pleased to find an exceptionally roomy interior, equipped with loads of standard features. Reclining Hi-back front bucket seats that adjust to 120 different positions. Luxurious loop pile wall-to-wall carpeting. Upholstery made of pleasing soft vinyl — comfortable yet rugged — to withstand even a growing boy's rough treatment.

Plus eye-saving tinted glass, a handy electric rear window defogger and a whole list of other extras all included in the base sticker price.

Of course, any car is only truly practical if it lasts for a long time. With nine out of ten Toyotas ever sold in America are still on the road, Mike's Corona 2-Door Hardtop is 'practically' a sure bet.

Also available—the Corona 2-Door Sedan. It's the most inexpensive Corona, yet it's built as solid and durable as the top of the line. It comes with a reliable 2.2 liter engine, 4-speed transmission, power front disc brakes and a solid, unitized body. Plus loads of extras, like wall-to-wall carpeting and an electric rear window defogger, at no extra cost.



Corona 2-Door Hardtop



*See EPA mileage figures on specification page.



**WHEN YOU'RE LOOKING FOR
QUALITY PARTS AND SERVICE,
LOOK TO YOUR NEARBY
TOYOTA DEALER.**

Now that you've gone ahead and made the decision to buy a Toyota car or truck, you'll find that parts and service are two things you're going to need very little of.

But when you do need that occasional regular servicing for your Toyota, you'll find the best place to go is your local Toyota dealership.

QUALITY SERVICE DEPARTMENTS

It won't be difficult to find a Toyota service department. There are more than 1000 Toyota dealers spread out all across the country. They make up the Toyota network of quality service departments.

You'll find that Toyota operates its parts and service network with the same care and pride that builds their cars. Which means you can expect quality treatment through and through.

Next time you visit your local Toyota dealership, take special notice of the parts and service department. You'll find them highly-equipped and efficiently run.

For example, each Toyota service department maintains an amazing assortment of tools. Many were designed specifically for work on Toyota cars and trucks, to get a job done right and save time too. Efficiency like that helps to save time and money.

QUALITY SERVICE TECHNICIANS

There are over 4000 of them in all. Most were professional automobile mechanics for many years elsewhere before ever coming to Toyota.

Since then, they've become Toyota service technicians, specially schooled and trained in the finer aspects of Toyota service techniques.

Many didn't stop there though. Toyota encouraged them to go on to achieve certification by the National Institute for Automotive Service Excellence (NIASE) a national organization of professionals whose sole purpose is to properly test and qualify service technicians in every phase of automotive technology.

Toyota service technicians go on learning too, every time a new design or feature is introduced into the Toyota lineup. And even after they've been on the job for many years.

Which all adds up to one thing. Expect only service technicians of the highest caliber to perform work on your car when you take it into a Toyota service department.

QUALITY PARTS

Toyota dealers stock all normal service parts for Toyota cars and trucks. And if for some reason he doesn't have a part, he can get it fast.

There are nine Toyota parts warehousing facilities spread out all across the country. And with the help of a computerized system, parts from all warehouses are tied into a master depot. It allows for a complete dealer inventory of parts to be available to Toyota owners at all times.

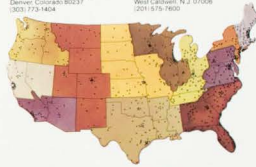
QUALITY CUSTOMER RELATIONS

One more thing. Toyota has been saying "You asked for it. You got it, for some time now. Well, now we're making it even easier to ask. If you have a suggestion or a problem, see your local Toyota dealer about it. We insist. Or write or call us at one of the twelve customer relations offices listed below. We'll do our best to see you get a prompt reply.

Good cars that are easy to service. And good service that's easy to find. You asked for it. You got it. Toyota.

TOYOTA REGIONAL CUSTOMER RELATIONS OFFICES

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|---|---|
| CHICAGO REGIONAL OFFICE
1000 Marshall Blvd.
Carol Stream, Illinois 60187
630-668-9700 | MID ATLANTIC TOYOTA DIST. INC.
3050 Red Bank Road
P.O. Box 100
Columbia, Maryland 21043
301-730-7600 |
| CINCINNATI REGIONAL OFFICE
2922 Riverside Plaza
Cincinnati, Ohio 45246
513-674-6470 | NEW ENGLAND TOYOTA DIST. INC.
200 Commercial Street
Woburn, Massachusetts 01890
617-935-1800 |
| DENVER REGIONAL OFFICE
Toyota Motor Distributors, Inc.
South Blvd., 3600 S. Innesville
Denver, Colorado 80237
303-773-1404 | NEW YORK REGIONAL OFFICE
Toyota Motor Distributors, Inc.
160 Manhattan Drive
New York, New York 10019
(212) 575-7600 |



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| GULF STATES TOYOTA, INC.
10210 Heaven Avenue
Houston, Texas 77036
713-771-5901 | PORTLAND REGIONAL OFFICE
Toyota Distributors, Inc.
8111 Northwest 87th Avenue
Portland, Oregon 97220
503-255-6440 |
| KANSAS CITY REGIONAL OFFICE
11825 Westline Drive
Lenexa, Kansas 66215
913-865-8000 | SAN FRANCISCO REGIONAL OFFICE
Toyota Motor Distributors, Inc.
1715 California Street
South San Francisco, CA 94080
415-885-8000 |
| LOS ANGELES REGIONAL OFFICE
Toyota Motor Distributors, Inc.
18400 MacArthur Blvd., Suite 200
Irvine, California 92714
714-833-9123 | SOUTHEAST TOYOTA DIST.
1751 Taylorsville Ave.
P.O. Box 5208
Jacksonville, Fla. 32206
904-946-2200 |



Corona 5-Door Wagon