TOYOTA

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QUALITY YOU ASKED FOR IT. YOU GOT IT. TOYOTA

THE 1977
CORONAS

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CToyota Motor Sales, U.S.A., Inc., 1976

WHAT MAKES A TOYOTA A QUALITY CAR?

It's perhaps a cliche to say that quality is a product of the people who produce it.

But at Toyota, it's true. Because the people care very much about their company and their product. It comes partly from a strong desire to succeed. And partly from a mutual respect that has developed between the company and its workers over many, many vears. But mostly, it comes from a tradition of craftsmanship and pride handed down through the ages. A tradition that produces an innate drive in the workers to strive for perfection and quality in everything they.

Whatever the reasons, you'll find this caring evident in every worker that helps to build Toyota cars and Trucks. Take the white gloves, for example. Each year, hundreds of thousands of white gloves are worn and discarded by Toyota employees. They're used to keeping everything they touch clean and unscratched, from the smallest part, to the finished product. And for the same reason, workers who come in close contact with the finished profit was the size of the same reason, workers who come in close contact with the finished profit was reliable to the same reason.

They care enough to be able to stop the assembly line whenever they detect something wrong. Any worker can do it anytime. A worker pushes a button and in seconds a trouble shooting team of experts arrive to check the problem.

And workers who suggest ways to improve Toyotas are people who care, too. In the past five years over \$4,000,000 has been awarded to employees for their suggestions.

The point is, that this kind of caring is appreciated, rewarded and encouraged. Because it's perhaps the most important ingredient in making sure that quality is built into every single Toyota. So you end up getting a car or truck that is reliable, durable and dependable.

CORONA QUALITY— SOLID COMFORT AT A COMFORTABLE PRICE

It's easy to recognize a Corona. They're built solid from the ground up. Quality features are built right in, so Coronas display excellent performance. Which means you end up getting a well-built car that's a pleasure to drive, ride in and own.

City streets or open road, Coronas deliver a ride that's incredibly smooth. Interiors, too, are luxurious and comfortable, precisely engineered to provide ample head, leg and shoulder room. So there's plenty of room to stretch out.
Like all Toyotas. Coronas are exceptionally well-

equipped, and economical too. So Coronas save you money right from the start, with extras that don't cost extra included in the base sticker price. And last, but certainly not least. Coronas are

dependable, reliable and durable. Because a Corona is a Toyota, and that means quality.

You asked for it. You got it. Toyota Corona.





Value is considered very much a part of Toyota quality, and can be easily seen in a Toyota's long list of standard features, all at no extra cost.



Any individual worker can shut down an entire assembly line the moment he detects something wrong.



Suggestions by workers on ways to improve Toyota products are continually encouraged and rewarded.



HOW TO RECOGNIZE QUALITY WHEN YOU FIND IT.

There are several good ways to evaluate the quality of a car or truck, short of just going out, buying one and driving it.

First off, you could check the car's record, to see what kind of reputation it's established. If you check Toyota's, you'll find out that nine out of ten Toyota cars ever sold in America are still on the road today. We think you'll agree that says quite a lot about car quality.

Another thing you could do is examine the car itself, for indications of sound engineering design and good craftsmanship. If you examine a Toyota, you'll find they come equipped with solid, quality features built right in

Coronas, for example, are equipped with standard features like a durable 2 ji litre overhead cam engine. Smooth-stopping power front disc brakes. And a solid, welded, unitized body. Plus double-wall-channel steel reinforcements inside every door, for the protection. So you can expect them to deliver dependable performance, and last for a long time. That's quality too.

Toyotas also exhibit many other indications of outstanding craftsmanship. For example, the paint. Toyota bodies are completely submerged in paint. Toyota bodies are completely submerged in paint. So you'll find it under the hood, inside the trunk, even up under the fenders—places that many manufacturers often skip. Because at Toyota, paint is more than just a pretty color. It's protection. More quality.

Look further and you'll see that Toyota hasn't overlooked the smaller things either. Notice the weather stripping around the hood and doors. It's solid rubber, not hollow tubing. See how the trunk lid and hood are mounted so they match the body contours. Straight and even Look under the hood and check the hole in the firewall where the electrical wring comes through. It's finished with a snug rubber grommet, not some sticky, mastic gunk. Quality and more quality.

Of course these are only a few small examples but if you continue looking you'll find hundreds more just like them. They're part of Toyota's urrelenting attention to detail, and you'll find them in every car or truck that rolls off the Toyota assembly continued to the continued to the toyota assembly care the tark and and attention is given to even the smallest details, you'll end up with a car or truck that squality, through and through.

But in the end, perhaps the best way to find out about car quality is to ask the person who owns one. Go ahead, ask. If it's a Toyota you're asking about they'll tell you in their own words about Toyota quality. You see. they have a great story to tell.

And so do we. If fact, Toyota believes so strongly in the superior quality of their automobiles and trucks that they're prepared to make this statement: If you can find a better built small car or truck than Toyota... buy it!



J.C. DU FOUR ASKED FOR A WELL-BUIL 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.

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
qallery circuit.

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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 sollid, 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-lo-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.





MOM ASKED FOR A VERSATILE S-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. Longlasting white sidewall steel-belted radial tires, fader-resisting power front disc brakes, and a solid, untilized 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 Hi-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.



REFORE THE BARY 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 Hardton

He likes the built-in dependability of its nowerful 2.2 liter overhead cam engine. And the smoothshifting comfort of a standard 3-speed automatic transmission.

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

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-resisting 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

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 nile wall-to-wall carpeting. Upholstery made of pleasing soft vinyl—comfortable vet rugged—to

rear window defogger and a whole list of other

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

withstand even a growing boy's rough treatment. Plus eve-saving tinted glass, a handy electric extras all included in the base sticker price. Corona 2-Door Hardtop is 'practically' a sure bet. defogger, at no extra cost See FPA 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 denartments

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 specificially 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 lineun. And even after they've heen 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 denot. 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 saving '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

CHICAGO REGIONAL OFFICE MID-ATLANTIC TOYOTA DIST. INC. Carol Stream Illinois 60187 312 (690-970)

CINCININATI RECIONAL OFFICE

DENVER REGIONAL OFFICE



NEW ENGLAND TOYOTA DIST. INC

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