

QUALITY
YOU ASKED FOR IT. YOU GOT IT.
TOYOTA

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1.000 P.L.S.A.
(150M)

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TOYOTA

THE 1977
HALF-TON TRUCKS

WHAT MAKES A TOYOTA A QUALITY TRUCK?

It's perhaps a cliché 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 years. 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 do.

Whatever the reasons, you'll find this caring evident in every worker that helps to build Toyota 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 help keep 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 body don't wear belt buckles. They care.

They care enough to be able to stop the assembly line whenever they detect something wrong. Any production worker can do it anytime. A worker pushes a button and in seconds a trouble shooting team of experts arrives 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, encouraged and rewarded. 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 truck that is reliable, durable and dependable.

HALF-TON QUALITY— WHAT YOU'D RARELY EXPECT FROM A HALF-TON TRUCK.

Toyota Half-Tons are tough. They've got solid, quality features built right in, so you can depend on them to deliver powerful performance, and last for a long time.

But that's not all you can expect from a Toyota Half-Ton.

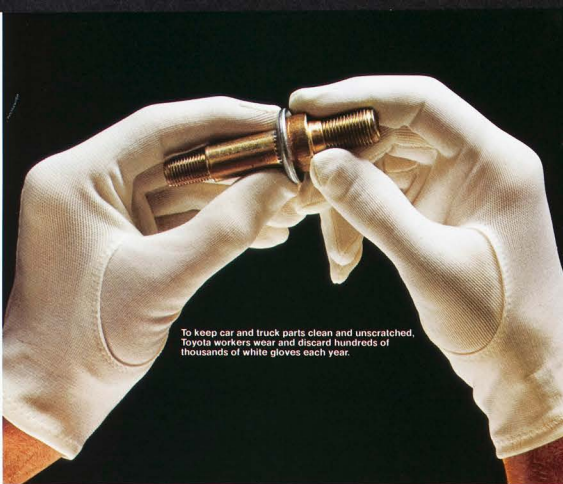
Expect an engine that offers the biggest displacement and the highest torque rating in its class.**

Expect the widest choice of models in its class.** Trucks that are built tough, to perform well in a variety of applications, work or play.

Expect more head, hip and shoulder room than Toyota's leading competitor**. Plus comfortable interiors, with loads of standard features.

You asked for quality you'd rarely expect from a half-ton truck, you got it. Toyota Half-Ton trucks.

**Based on available information at time of printing.



To keep car and truck parts clean and unscratched, Toyota workers wear and discard hundreds of thousands of white gloves each year.

TOYOTA TRUCK SALES, INC. 2222 W. 107TH ST. TOMBALL, TX 77058 713/261-2200 800-999-9999	TOYOTA TRUCK SALES, INC. 2222 W. 107TH ST. TOMBALL, TX 77058 713/261-2200 800-999-9999
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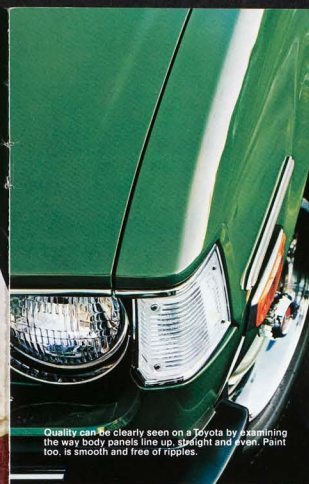
Value is considered very much part of Toyota quality, and can be seen in a Toyota's long list of standard features, all at no extra cost.



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



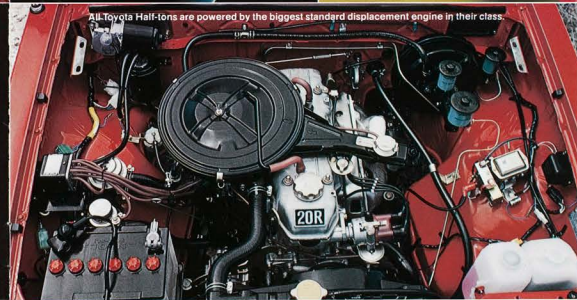
Suggestions by workers on ways to improve Toyota products are continually encouraged and rewarded.



Quality can be clearly seen on a Toyota by examining the way body panels line up. Straight and even. Paint, too, is smooth and free of ripples.



To keep electrical wiring that goes through the firewall from fraying, it's surrounded by a snug rubber grommet, not some sticky mastic gunk. A good example of Toyota's constant attention to detail.



All Toyota Half-Tons are powered by the biggest standard displacement engine in their class.

The Toyota Challenge

If you can find a better built car or truck than a Toyota... buy it!

HOW TO RECOGNIZE QUALITY WHEN YOU FIND IT.

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

First off, you could check the truck's record, to see what kind of reputation it's established. If you check Toyota Half-Tons, you'll find out that it's the 1977 truck EPA gas mileage leader*. It got better EPA gas mileage results than any other truck in its class*. We think you'll agree that says quite a lot about truck quality, and about Toyota Half-Tons.

Another thing you could do is examine the truck itself, for indications of sound engineering design and good craftsmanship. If you examine a Toyota Half-Ton, you'll find it comes equipped with solid, quality features built right in.

Toyota Half-Tons, for example, are equipped with standard features like a powerful 2.2 liter overhead cam engine. Hefty power front disc brakes that resist fading. And a tough welded-steel frame with an 1100 pound payload capacity. Plus transistorized ignition and an electric fuel pump for efficient, dependable starts. 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 primer. So you'll find it under the hood, inside the bed, even up under the fenders—places that some manufacturers often skip. Because at Toyota, paint is more than just a pretty color. It's protection.

Look further and you'll see that Toyota hasn't overlooked the smaller things either. Notice the weather stripping around the doors. It's been carefully put on by hand for a good, tight seal against irritating water and dust leakage. See how the hole is mounted so it matches the body contours. Straight and even. Look under the hood and check the hole in the firewall where the electrical wiring 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 unrelenting attention to detail, and you'll find them in every truck that rolls off the Toyota assembly line. Because at Toyota, we know that by making certain that care and attention is given to even the smallest details, you'll end up with a truck that's quality, through and through.

But in the end, perhaps the best way to find out about truck 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. In fact, Toyota believes so strongly in the superior quality of their cars and trucks that they're prepared to make this statement: If you can find a better built car or truck than a Toyota... buy it!

*Based on a comparison of 1977 EPA mileage figures available at time of printing. See EPA mileage figures on specification page.



WHEN HANK AND GEORGE DECIDED TO SPEND WEEKENDS SHOOTING THE RAPIDS, THEY ASKED FOR A RUGGED 5-SPEED PICKUP LONG ENOUGH TO CARRY A 7-FOOT RAFT INTO THE BACK COUNTRY.

Hank and George thrive on the wild and rugged country, nearly as much as their Long Bed SR-5 Sport Truck.

It's got an extra-long 7-foot bed, plenty long enough to handle their white water raft. And a rugged, welded-steel frame that can haul enough gear and supplies for an extended stay in the woods—up to a big 1000 pounds of hefty payload.

And like all Toyota Half-Tons, the Long Bed SR-5 packs Toyota's durable 20R engine. A big 2.2 liters of solid power and reliability, offering the biggest displacement and the highest torque rating in its class** Hank and George aren't sacrificing gas mileage* for all that power either. The Long Bed SR-5 comes standard with a durable 5-speed overdrive transmission that saves them gas* and greenbacks, every time they fill the tank.

The Long Bed SR-5 saves in other ways too, with rugged, dependable standard features the boys can count on. Like smooth-stopping power front disc brakes. And wide radial ply tires. Plus an electric fuel pump and transistorized ignition for reliable, efficient starts.

And when the going gets rough, Hank and George will stay comfortable inside the Long Bed SR-5's man-sized cab. It's got enough head, hip and shoulder room to let a couple of 6-footers comfortably stretch out. And it comes with stacks of standard features that don't cost extra.

Like comfortable hi-back bucket seats. Plush wall-to-wall carpeting. A nifty console between the seats, complete with handy storage tray. And even an AM radio. Plus some extra-special things on the outside too. Racy body striping. And chrome hub caps attached to sporty slotted steel wheels. Every bit of it standard equipment.

Two weeks in the back country should prove one thing to Hank and George. Their Long Bed SR-5 is as rugged and powerful as any wild, raging river.

**Based on available product information at time of printing
*See EPA mileage figures on specification page.



SR-5 Long Bed Sport Truck



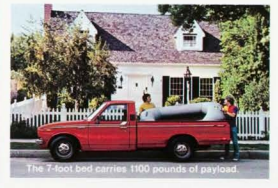
A 5-speed overdrive is standard on the SR-5's.



Standard power front disc brakes resist fading.



A big, durable 2.2 liter engine powers all Half-Tons.



The 7-foot bed carries 1000 pounds of payload.



**BOB BISHOP ASKED FOR A SPORTY
5-SPEED PICKUP — POWERFUL
ENOUGH TO TAKE HIS BIKES BACK
INTO THE HILLS, AND FANCY
ENOUGH TO TAKE SUE ALONG
JUST FOR THE RIDE.**

Bob likes nothing better than a dirt bike ride in the hills with Sue. Except maybe getting to the hills—in his Toyota SR-5 Sport Truck.

This rugged, durable truck takes on mountains with its standard equipped 5-speed overdrive transmission. And at cruising speeds, the engine loafs along in fifth gear to help get good gas mileage* and reduce engine wear.

The SR-5 Sport Truck has power to spare too. It gets it from Toyota's durable 20R, 2.2 liter overhead cam powerplant.

And talk about fancy, the SR-5 Sport Truck is stylish enough to let Bob take Sue out for a night on the town. Outside, there's special SR-5 racy body striping, shiny chrome hub caps and sporty slotted steel wheels. Even a set of wide radial ply tires.

City streets or mountain roads, every trip will be a comfortable one. The SR-5's got Hi-back bucket seats, and a cab that's so spacious it offers more head, hip and shoulder room than Toyota's leading competitor**. Plus there's other standard features, like an AM radio. Flush wall-to-wall carpeting. Power-boosted Flo-thru ventilation. And other niceties, all included in the base sticker price.

Bob expects his vehicles to be built to last. Toyota trucks are. They've got a rugged, welded-steel frame that carries a big 1100 pounds of payload—enough muscle to haul a couple of dirt bikes, some heavy gear or even a camper.

Toyota Half-Ton toughness continues, too, with other solid, quality features built right in. Power front disc brakes to give smooth stops. Plus transistorized ignition and an electric fuel pump to provide efficient, dependable starts.

Mountain roads and hefty cargoes present little challenge to Bob and his SR-5 Sport Truck. Sue's bike riding ability, however, may be another story entirely.

*See EPA mileage figures on specification page.

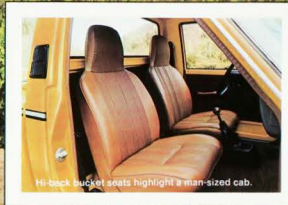
**Based on available product information at time of printing.



SR-5 Sport Truck



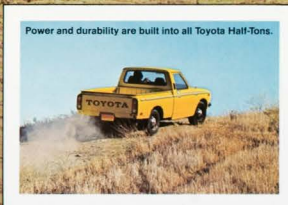
AM radio is standard equipment on all SR-5's.



Hi-back bucket seats highlight a man-sized cab.



Wide radial ply tires are standard on all SR-5's.



Power and durability are built into all Toyota Half-Tons.



**ROB AND TERRY
ASKED FOR TWO WELL-BUILT PICKUPS
TO MAKE THEIR
CONSTRUCTION BUSINESS
A COMPLETE SUCCESS.
TOYOTA HALF-TONS HELPED TO
PROVIDE A SOLID FOUNDATION.**

Rob and Terry found two great ways to go when they asked Toyota Half-Tons to do the hauling. Terry got the Standard Bed Deluxe. It's built like a workhorse, with a solid, welded-steel frame, and a big 6-foot bed. Rob chose the Long Bed Deluxe. It's got an extra-long 7-foot bed built on a tough, welded-steel frame, for extra-long hauling. Each handles a big 1100 pounds of bulky payload—more tools, equipment and lumber than the guys will probably ever need to haul.

Toyota Half-Tons save gas, too. They're powered by a durable 2.2 litre engine that helped them become 1977 truck EPA gas mileage champs—with the best EPA gas mileage results in their class.* And for even more economy, the Standard Bed Deluxe comes with a 5-speed overdrive transmission. It helps to get good gas mileage* and reduce engine wear when driving in fifth gear. The Long Bed Deluxe comes with a 4-speed manual transmission that's gas-slinging* too. A durable 3-speed automatic is optional on both models.

Toyota Half-Tons come equipped with other quality performance features, too, to deliver rugged on the job dependability. Hefty power front disc brakes. A newly modified suspension system for an improved ride and better handling. Plus transistorized ignition and an electric fuel pump for efficient, dependable starts.

Inside their Toyota Half-Tons, the guys found an exceptionally comfortable cab. A roomy bench seat provides plenty of room to stretch out. And the versatile tilt-forward design provides a handy storage compartment behind. Plus power-boosted Fibre-thru ventilation so the cab doesn't get stuffy.

When asked how well their Toyota Half-Tons hold up in a commercial application, Rob and Terry agreed—Toyota trucks are downright tough, on everything but the budget.

*Based on a comparison of 1977 EPA mileage figures available at time of printing. See EPA mileage figures on specification page.



Standard Bed Deluxe

Long Bed Deluxe

5-speed overdrive helps to get good gas mileage.*



3-speed automatic is optional on Deluxe Half-Tons.



ALSO AVAILABLE—THE STANDARD BED
It's the most inexpensive half-ton...yet it's built as tough and rugged as the top of the line. It comes with a durable 2.2 litre engine, 4-speed transmission and a solid, welded-steel frame that can handle a big 1100 pounds of payload. Plus loads of extras, like roomy vinyl bench seats, handy cargo tie-down hooks and mud guards, at no extra cost.

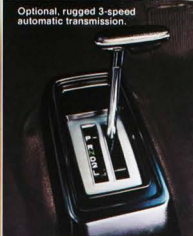
**WHAT YOU'D EXPECT
FROM A QUALITY TRUCK
YOU GET WITH
TOYOTA HALF-TON.**



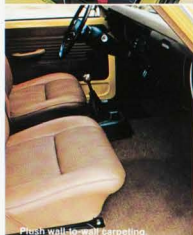
Powerful 2.2 liter overhead engine.



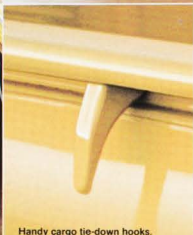
Durable 4-speed manual transmission.



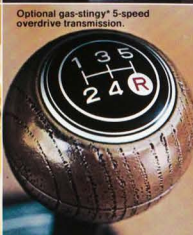
Optional, rugged 3-speed automatic transmission.



Plush will-to-wear carpeting.



Handy cargo tie-down hooks.



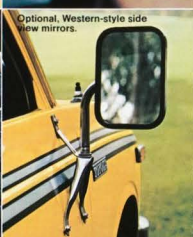
Optional gas-tiny* 5-speed overdrive transmission.



Tilt-forward bench seat.



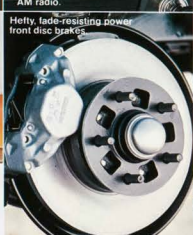
Optional, Western-style side view mirrors.



Optional chrome step bumper.



Convenient passenger-assist grip.

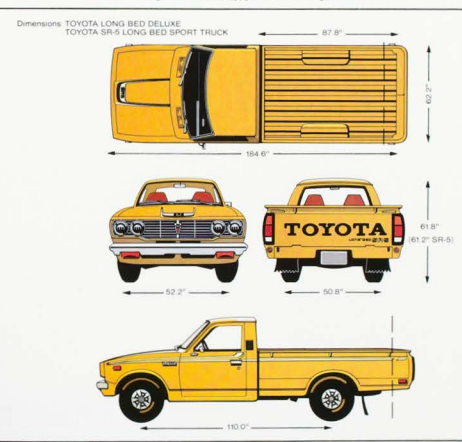
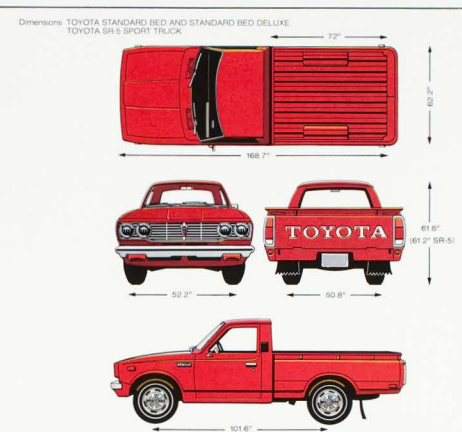


Hefty, indestructible power front disc brake.

	SR-5 Long Bed Sport Truck	SR-5 Sport Truck	SR-5 Deluxe Truck	SR-5 Sport Truck
2.2 Liter Engine	S	S	S	S
4-Speed Manual Transmission	S	S	—	—
5-Speed Overdrive Transmission	S	O	S	S
3-Speed Automatic Transmission	—	O	—	—
Power Front Disc Rear Drum Brakes	S	S	S	S
Transferized Ignition	S	S	S	S
Power Boosted Flo-Thru Ventilation	S	S	S	S
Cigarette Lighter	—	S	S	S
Vinyl Interior	S	S	S	S
Plush Wash to Wall Carpeting	—	—	S	S
Inside Hood Release	S	S	S	S
White Sidewall Tires	—	S	S	—
Radial Ply Tires	—	—	S	S
Door Operated Courtesy Light	S	S	S	S
Trunk Glass*	—	—	S	S
Ash Tray	S	S	S	S
Bright Roof Drip Molding	S	S	S	S
Zinc-Coated Muffler	S	S	S	S
Electric Fuel Pump	S	S	S	S
Radiator With Reserve Tank	S	S	S	S
Fuel Filter Door	S	S	S	S
Passenger Assist Grip	—	S	S	S
AM Radio	—	—	S	S
Bench Seat	S	S	S	S
"Tilt-Forward" Seat Back Feature	S	S	S	—
Hi-Back Bucket Seats	—	—	S	S
Body Side and Hood Tape Stripe	—	—	S	S
Cargo Tie-Down Hooks	S	S	S	S

S-Standard Equipment O-Optional Equipment —Not Available
*Except Rear Window

Specifications, equipment and prices are subject to change without notice. The names and situations portrayed in this brochure are fictional and are not intended to represent actual persons.



**OPTIONS
YOU MIGHT NOT
EXPECT.**

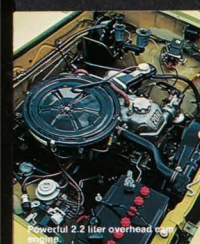
OPTIONAL EQUIPMENT:
Automatic Transmission - A rugged, smooth-shifting 3-speed. Available on the Long Bed Deluxe and the Standard Bed Deluxe.
Durable 5-speed Transmission - The fifth gear acts as an overdrive to get good gas mileage* and reduce engine wear. Optional on the Long Bed Deluxe.
Side View Mirrors - Twin Western-style mirrors provide added rear visibility and convenience, especially when driving with a fully loaded bed.
Chrome Step Bumpers - Made of heavy gauge steel for rear-end protection, and easier loading and unloading of the cargo bed.
Additional Options and Accessories - Door edge guards • Floor mats • 8 track tape player • Cassette Player • Rocker panel stripes • Ultra mirror sets. Additional options available at your Toyota dealer.

STANDARD SAFETY EQUIPMENT:
Fire-retardant interior trim material • 4-way hazard warning lights • Brake away inside mirror • Side marker lights and reflectors • Back-up lights • Outside rear view mirror • 3-point ELR seat belts.

1977 TRUCK EXTERIOR COLORS:
Yellow** • White • Red • Orange** • Pure Yellow** • Olive • Blue.
*Not available SR-5.
**Available SR-5 only.

INTERIOR DIMENSIONS (Inches)	49 STATES		CALIFORNIA	
	HIGHWAY	CITY	HIGHWAY	CITY
Headroom	39.3" (SR-5, SR-5)			
Leg Room	41.7" (SR-5, SR-5)			
CAPACITIES (All Models)				
Rated Cargo Weight	1100 lbs.			
Gross Vehicle Weight	4100 lbs.			
Curb Weight	SR-5 Long Bed	2550		
	Deluxe Long Bed	2500		
	SR-5 Sport Truck	2480		
	Standard Bed & Deluxe	2430		
TIRE SIZE				
	SR-5's	185 SR x 14 BSW Radial Ply.		
	Deluxe Models	7.00 x 14 WSW Bias Ply.		
EPA STATEMENT				
Half-Ton Models	49 STATES		CALIFORNIA	
	HIGHWAY	CITY	HIGHWAY	CITY
Standard Bed (4-speed)	34	24	33	23
Deluxe				
• Standard (5-speed)	34	24	33	23
Deluxe				
• Long Bed (4-speed)	34	24	33	23
SR-5				
• Sport (5-speed)	34	24	33	23
SR-5				
• Long Bed (5-speed)	34	24	33	23

EPA ratings are for models and their standard equipped transmissions. Remember EPA gas mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment. Mileage ratings for EPA designated high altitude areas and for optional 5-speed and 3-speed automatic transmissions are available at your Toyota dealer.



Optional 2.2 liter overhead engine



Durable 4-speed manual transmission.



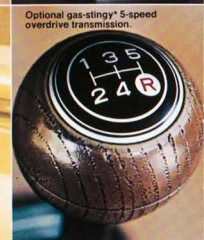
Optional gas-sling™ 5-speed override transmission.



Flush wall-to-wall carpeting.



Handy cargo tie-down hooks.



Optional, Western-style side view mirrors.



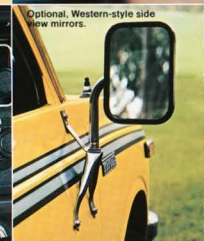
Tilt-forward bench seat.



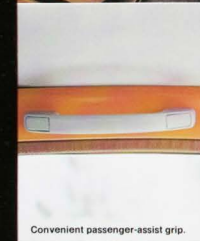
AM radio.



Heavy, fade-resisting power front disc brakes.

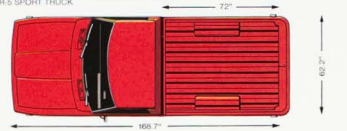


Optional chrome step bumper.

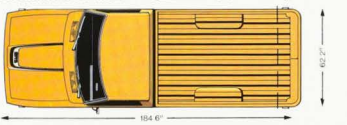


Convenient passenger-assist grip.

Dimensions: TOYOTA STANDARD BED AND STANDARD BED DELUXE TOYOTA SR-5 SPORT TRUCK



Dimensions: TOYOTA LONG BED DELUXE TOYOTA SR-5 LONG BED SPORT TRUCK



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 that are easily available. And 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 dealer network of quality service departments.

You'll find that Toyota dealers operate their parts and service network with the same care and pride that goes into all Toyotas. 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 dealer service department maintains a broad 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 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 line-up. 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 or truck when you take it into a Toyota dealer's service department.

QUALITY PARTS

Toyota dealers stock quality service parts for Toyota cars and trucks. And if for some reason they don't have a part, they can get it fast.

There are nine Toyota parts warehousing facilities spread out all across the country. And with the help of a very sophisticated computerized parts network, parts from all warehouses are tied into a master depot. This allows for a complete inventory of parts to be available to Toyota car and truck owners.

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. 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
100 Parkway Plaza
Crown Point, Illinois 60818
312-966-9100 | MID ATLANTIC TOYOTA DIST. INC.
Suite 200, Berlin Road
P.O. Box 911
Wilmington, Delaware 19804
301-733-1000 |
| CINCINNATI REGIONAL OFFICE
9900 Princeton Ave.
Cincinnati, Ohio 45246
513-874-6415 | NEW ENGLAND TOYOTA DIST. INC.
200 Amesbury Avenue
Woburn, Massachusetts 01801
617-939-9180 |
| DENVER REGIONAL OFFICE
Toyota Motor Distribution, Inc.
Suite 330, 3600 S. Wadsworth
Denver, Colorado 80237
303-773-1404 | NEW YORK REGIONAL OFFICE
Toyota Motor Distribution, Inc.
16 Henderson Drive
West Caldwell, N.J. 07098
201-978-7600 |
| GULF STATES TOYOTA INC.
10201 Highway 29
Houston, Texas 77036
713-771-2281 | PORTLAND REGIONAL OFFICE
Toyota Motor Distribution, Inc.
Portland, Oregon 97203
503-255-2444 |
| KANSAS CITY REGIONAL OFFICE
11815 West 83rd Terrace
P.O. Box 1404
Lenexa, Kansas 66115
816-888-5200 | SAN FRANCISCO REGIONAL OFFICE
Toyota Motor Distribution, Inc.
2001 Foster Ave.
South San Francisco, CA 94080
415-871-8048 |
| LOS ANGELES REGIONAL OFFICE
Toyota Distribution
18662 MacArthur Blvd., Suite 200
Irvine, California 92714
714-833-9173 | SOUTHEAST TOYOTA DIST. INC.
1771 Tule Road
P.O. Box 52067
Atlanta, Georgia 30326
404-846-2200 |