

QUALITY  
YOU ASKED FOR IT. YOU GOT IT.  
TOYOTA

TOYOTA

THE 1977  
LAND CRUISERS





**JIM MALONEY ASKED FOR A  
RUGGED 4-WHEEL DRIVE VEHICLE  
THAT COULD TAKE HIM JUST  
ABOUT ANYWHERE. JIM NEVER  
IMAGINED JUST HOW FAR  
ANYWHERE WAS.**

Jim takes off where the roads leave off in his Toyota Land Cruiser Hardtop.

This rugged 4-wheeler is built to be driven, and driven hard. With a body constructed of reinforced steel—welded and bolted together for keeps into one solid piece.

It's got muscle too. All that Jim will ever need, supplied by a big 4.2 liter overhead valve engine—125 horses of solid power and performance. To keep the Hardtop going strong, on or off the road.

Combine that with the Hardtop's durable 4-speed manual transmission and 2-speed transfer case, and Jim's got a drive train that'll make motorists out of some of the roughest mountains.

A vehicle that'll go just about anywhere has to be prepared for the trip. The Land Cruiser Hardtop is. With steel skid plates to help protect the undercarriage from flying rocks.

Plus a self-aligning long suspension that gets the best of most bumps, ruts, and menacing chuck-holes that get in Jim's way.

One other thing Jim discovered. The Hardtop's just as well-equipped as it is well-built. Up front, Jim found a handy low hook. And out back, swing-out rear doors. Plus dozens of other standard features in between.

Like comfortable, vinyl-covered front bucket seats. And fold-down rear seats that tuck headily out of the way to make room for all the gear and supplies Jim will need for a couple of weeks in the back country.

Plus a heater and defroster unit, a padded steel roll bar, and nice flip-out rear quarter windows. And a long list of other features, all included in the base sticker price.

In short, the Hardtop is tough all over, from steel bumper to steel bumper.

Fact is, there's only one thing Jim found that could stop his Toyota Land Cruiser: The hefty power front disc brakes.



Land Cruiser Hardtop



