

Quality.
You asked for it. You got it.
TOYOTA

1978 TOYOTA

COROLLA

*A few
Important Questions
You should ask yourself
before buying your
New Car.*



Most people approach the purchase of a new car feeling just a bit uneasy.

Perhaps they should. For most people, it's a big decision; there's a lot to think about on the way to purchasing a new car. If we can, we'd like to help make it easier.

To do that, we created the brief set of questions and answers you see here. The questions were designed to help start you thinking about your new car purchase. The answers should tell you something about Toyotas. We hope you'll consider them both before buying any new car.

—We're pretty certain you'll end up buying a Toyota, once you've discovered Toyota quality. In fact, we're certain enough to issue a challenge you've probably heard a few times before: If you can find a better built small car or truck than a Toyota, buy it.

Can I count on the car to hold up?

At Toyota, dependability is considered the most important quality a car can have. It's also considered a tradition. A tradition of craftsmanship and pride handed down through the years. A tradition you can easily see—in the quality of Toyota automobiles.

For example, examine the paint on a new Toyota Corolla. Toyotas are completely submerged in primer, so you'll find it under the hood, inside the trunk, 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.

Of course this is only one small example, but if you continue looking, you'll find hundreds more just like them. They're part of Toyota's quality tradition, and you'll find them in every car that rolls off the Toyota assembly line.

But in the end, perhaps the best way to find out about Toyota dependability is to ask someone who owns a Toyota. Go ahead, ask! They'll tell you in their own words how dependable Toyotas are. You see, they have a great story to tell—and we'd have a hard time improving on that.



Does the car come well equipped?

If two cars sell for about the same price, it stands to reason that the better value of the two is the one that's better equipped.

Toyotas are known for coming very well equipped, and Corollas are no exception. They're quality built economy cars that offer low price, and high gas mileage; plus many features you might expect to find only on cars in a higher price class.

For example, every Toyota Corolla comes standard equipped with MacPherson strut front suspension, power-assisted front disc brakes, fully transistorized ignition, reclining hi-back front bucket seats, Flo-thru ventilation, and more. In addition, most Corolla models come equipped with steel-belted radials, a 5-speed overdrive transmission and a durable 1.6 liter engine. You'll find the list of Corolla standard features on the specifications page.

There's a good reason why we equip Toyotas with so much built-in value. It's because our research has shown us that that's the way you want a quality automobile equipped. And when you ask for it at Toyota, it's a good bet you'll get it.

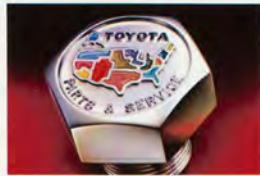


Is the car economical?

There's a lot more to economy than good gas mileage. At Toyota, we call this other type of economy *total economy*.

Total economy includes things like costing a car that's equipped well right from the start, so you don't end up paying extra for a lot of costly options. And getting a car that has long service intervals designed to help cut down on the amount of regular servicing your car requires. Plus, you'll want a car that's dependably built, so it'll keep its value in the long run.

But don't think we consider good gas mileage unimportant; at Toyota, it's one of the things we're proudest of. See the estimated EPA mileage figures for all Corolla models on the specifications page. Sometimes even numbers speak louder than words.



Are parts and service easily available?

At Toyota, we believe that good after sales service is an especially important part of selling quality automobiles.

That's why more than 1000 Toyota dealers spread out all across the country make up the Toyota network of quality parts and service departments. With so many to serve you, you're never likely to be far from one.

Next time you visit your local Toyota dealer shop, take a look around. You'll find their well equipped and efficiently run, with special tools, skilled service technicians, and original Toyota replacement parts. In addition, you'll find the same care and pride that goes into the crafting of all Toyota cars and trucks.

For more information on Toyota parts and service, please see the story on your Toyota dealer near the back of this brochure.

THE TOYOTA CHALLENGE

*"If you
can find a Better Built
Small Car or Truck
than a Toyota,
Buy it."*

What does the 'Toyota Challenge' mean to me?

It means simply this: At Toyota, we're confident in the quality of the cars and trucks we build—enough to invite you to compare them with others.

If you do, we think you'll find that Toyotas offer the best combination of quality, value, and dependability in the marketplace.

Today, Toyota offers a quality car or truck to suit almost everybody; 29 different models to be exact. No other import offers such a wide selection. For example, there are ten different Toyota Corollas to choose from, in a variety of body styles and types. Corollas are also famous for coming very well equipped, and they deliver the best gas mileage* and lowest sticker price in the Toyota line. With that much quality to offer, no wonder Toyota Corolla is the best-selling car model in the world.

But above all, remember—a Corolla is a Toyota, and that name has come to mean value, dependability, and most of all—quality. If you can find a better built small car or truck than a Toyota, buy it.

*See EPA mileage figures on specifications page.



Corolla 4-Door Deluxe Sedan

Corolla 5-Door Wagon

Corolla 2-Door Custom Sedan

Corolla 2-Door Deluxe Sedan

Corolla 4-Door Custom Sedan

Corolla 2-Door Sedan

Corolla Deluxe 3-Door Coupe

Corolla SR-5 Liftback

Corolla SR-5 3-Door Coupe



Marge wanted lots of room, and I wanted a sporty car. Our new Toyota Corolla Liftback turned out to be the best of both worlds.



Our Liftback's wide-opening rear hatch makes an easy job out of loading packages, groceries, or just about anything.



And whenever I need to move something really big, I just fold down the rear seat. Or I can put it half-up and half-down like this, depending on our load.



Our SR-5's fully-instrumented dash is one any pilot would be proud of. It includes a tachometer, oil temperature and pressure gauges, a water temperature gauge and an ammeter.



This 5-speed overdrive transmission helps us to get good gas mileage* and reduce engine wear, too. But the really great thing is, it comes as standard equipment.



Sure I'm sold on my new Corolla, and so is my family. It's economical, dependable, and takes us and our gear where we want to go in comfort and style.

STANDARD FEATURES

Toyota Corolla SR-5 and Deluxe Liftbacks

- 1.6 Liter engine
- 5-Speed overdrive transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Steel-belted radial ply tires
- Styled steel wheels (Mag-style on SR-5 model)
- MacPherson strut front suspension
- Unitized body construction
- Body side protective molding
- Locking gas cap
- Electric rear window defogger
- Wide-opening rear hatch w/inside remote release
- Fold-down split rear seat
- Flip-out rear quarter windows
- Brushed nap wall-to-wall carpeting
- Reclining hi-back vinyl front bucket seats
- Power-boosted Flex-thru ventilation
- Electronic tachometer (SR-5 model)
- Ammeter, oil temperature, oil pressure and water temperature gauges (SR-5 model)
- AM/FM/MPX stereo radio (SR-5 model)
- Day/night rear view mirror

For the complete list of standard features plus optional equipment, please see specifications page.

Colors

- White • Red • Orange • Pure Yellow • Medium Blue • Silver Metallic • Copper Metallic • Maroon Metallic • Light Blue Metallic • Light Green Metallic

*See the EPA mileage figures on specifications page. Shown with optional rear window wiper/washer.



Corolla SR-5 Liftback



Corolla Deluxe Liftback — It's our other Corolla Liftback, standard equipped with most of the features found standard on the SR-5, plus a 3-spoke woodgrain steering wheel. A 3-speed automatic transmission is optional.



I wanted a well-designed car, with handling that's quick and responsive. My new Corolla Sport Coupe gives me that and more.



How about these reclining front bucket seats? They're made of long-wearing vinyl and adjust to more positions than I can count. That makes them comfortable, even on long trips.



My SR-5 Sport Coupe has a full set of instruments so I always know what's going on under the hood. That shows an attention to detail I hadn't really expected.



The 5-speed overdrive transmission is great fun out on the road. But you know what? It helps give me good gas mileage* and reduces engine wear, too.



Steel-belted radials were a must on any car I bought because of their great road-handling characteristics. I got them standard on my Corolla.



Standard features like this electric rear window defogger help make my Corolla a special kind of car — perfect for a special kind of date like this one.

STANDARD FEATURES

Toyota Corolla SR-5 and Deluxe Sport Coupes

- 1.6 Liter engine
- 5-Speed overdrive transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Steel-belted radial ply tires
- Styled steel wheels (Mag-style on SR-5 model)
- MacPherson strut front suspension
- Unitized body construction
- Body side protective molding
- Locking gas cap
- Electric rear window defogger
- Flip-out rear quarter windows
- Brushed nap wall-to-wall carpeting
- Reclining hi-back vinyl front bucket seats
- Power-boosted Flo-thru ventilation
- Electric tachometer (SR-5 model)
- Ammeter, oil temperature, oil pressure and water temperature gauges (SR-5 model)
- AM/FM/MPX Stereo radio (SR-5 model)
- Day/night rear view mirror

For the complete list of standard features plus optional equipment, please see specifications page.

Colors

- White • Red • Orange • Pure Yellow •
- Medium Blue • Silver Metallic • Copper Metallic • Maroon Metallic • Light Blue Metallic • Light Green Metallic

*See the EPA mileage figures on specifications page.



Corolla SR-5 Sport Coupe



Corolla Deluxe Sport Coupe — another Corolla Sport Coupe that's loaded with standard features. A smooth-shifting 3-speed automatic transmission is optional.



I'm a salesman, and I have clients who depend on me. So I bought a car I could depend on. I got a Toyota Corolla.



I've always considered the reliability of steel-belted radial tires worth the extra cost. But getting them as standard equipment is even nicer.



My electric rear window defogger comes in handy on misty mornings when I have to get going early.



When you drive a lot of miles like I do, comfort is pretty important. Corolla's reclining front bucket seats let me arrive at my client's office still smiling.



This column-mounted switch lets me turn on my wipers without having to take my hands off the wheel.



I took a test-drive in a Corolla, and then I shopped around. I came back to a solid, well-built Toyota Corolla.

STANDARD FEATURES

Toyota Corolla 2- and 4-Door Deluxe Sedans

- 1.6 Liter engine
- 4-Speed synchromesh manual transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Steel-belted radial ply tires
- Deluxe styled steel wheels
- MacPherson strut front suspension
- Unitized body construction
- Body side protective molding
- Electric rear window defogger
- Flip-out rear quarter windows (2-Door model)
- Brushed nap wall-to-wall carpeting
- Reclining hi-back vinyl front bucket seats
- Power-assisted Flo-thru ventilation
- Day/night rear view mirror

For the complete list of standard features plus optional equipment, please see specifications page.

Colors

- White • Red • Orange • Pure Yellow
- Medium Blue • Silver Metallic • Copper Metallic • Light Blue Metallic • Light Green Metallic



Corolla 2-Door Deluxe Sedan — all the features of the 4-Door Deluxe Sedan plus flip-out rear quarter windows and an easy-access rear-passenger walk-in device.



Corolla 4-Door Deluxe Sedan



When we bought our new house, we looked for one that would give us a good return on our investment. My wife suggested we do the same with our car.



Every time I check my fuel gauge it reminds me of the great gas mileage I get* — thanks to my 2-Door Custom Sedan's standard 5-speed overdrive transmission.



I'd never given too much thought to tires before we got steel-belted radials standard on our Corolla.



Unlike our new house, our new Corolla came pretty well furnished inside. This Flo-thru ventilation system is power-boosted so we get all the fresh air we want.



And when we need to stop, power-assisted front disc brakes get the job done smoothly and surely.



At first we thought we might be taking on too much with the new house and all. But now I think our new Corolla's a good bet to save us money in the long run.

STANDARD FEATURES

Toyota Corolla 2- and 4-Door Custom Sedans

- 1.2 Liter engine*
- 5-Speed overdrive transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Steel-belted radial ply tires
- Styled steel wheels
- MacPherson strut front suspension
- Unitized body construction
- Flip-out rear quarter windows (2-Door model)
- Brushed nap wall-to-wall carpeting
- Reclining hi-back vinyl front bucket seats
- Power-boosted Flo-thru ventilation
- Day/night rear view mirror
- Inside hood release

For the complete list of standard features plus optional equipment, please see specifications page.

Colors

White • Yellow • Silver Metallic • Copper Metallic • Light Blue Metallic

*See the EPA mileage figures on specifications page. 1.6 Liter engine in California.



Corolla 2-Door Custom Sedan



Corolla 4-Door Custom Sedan — equipped just as well as the 2-Door Sedan Custom, plus the convenience of two more doors.



Nobody knows more about the price of gas than I do. That's why I recommend Toyota.



For example, this Corolla 2-Door Sedan gets gas mileage even a station owner like me can appreciate. The reason is right here under the hood - Corolla's gas-sipping* 1.6-liter engine.**



And now about these vinyl front bucket seats? They're comfortable for both big guys like me and smaller people like her. Wipe your windshield, Sue?



But that's not the only reason I like Corolla. It comes with a lot more features than I expected for a car that's Toyota's lowest priced, highest gas mileage car.*



Take these power-assisted front disc brakes - they're quality, and you'll find them standard on every Toyota Corolla.



But you know what really sold me and my daughter on Corolla - it's not very often I see one showing up in my garage.



Corolla 2-Door Sedan

STANDARD FEATURES

Toyota Corolla 2-Door Sedan

- 1.6 Liter engine**
- 4-Speed synchromesh manual transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Styled steel wheels
- MacPherson strut front suspension
- Unitized body construction
- Hi-back vinyl front bucket seats
- Power-boosted Flo-thru ventilation
- Inside Hood Release

For the complete list of standard features plus optional equipment, please see specifications page.

Colors

White • Yellow • Silver Metallic

*See the EPA mileage figures on specifications page.

**1.6 Liter engine in California.



Sure we wanted economy, but comfort was important, too. Our new Corolla Wagon has room for the whole family and lots more — from fuzzy animals to fertilizer.

If I want to haul a lot of cargo, I just drop this fold-down rear seat. And you know what, loading is easier, too, when you have five doors instead of three.

This electric rear window defogger is a real blessing when the weather turns nasty. It keeps my rear vision clear on even the rainiest days.



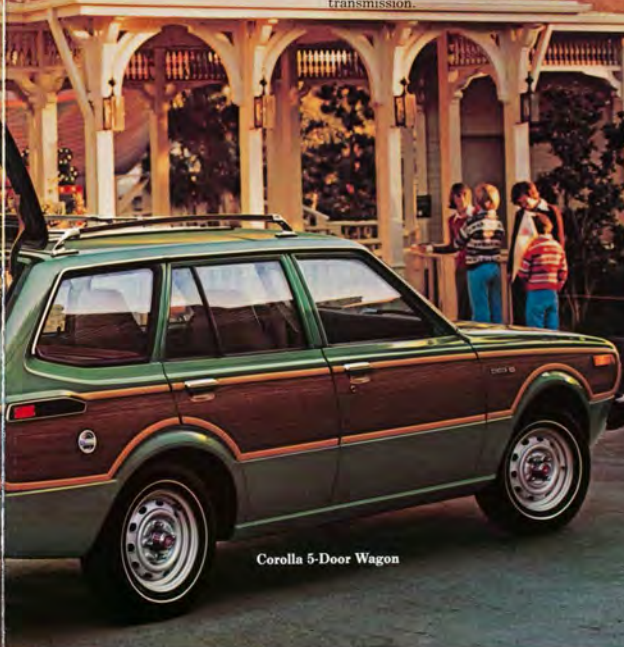
Raising a family of four like ours demands good economy. We got it from Toyota Corolla's 1.6 liter engine*.



One of the nicest things about Corolla is that almost everything comes standard. Two options we really wanted were the air conditioning and the 3-speed automatic transmission.



One thing I hadn't expected from Corolla is its comfortable ride. In fact, I bet it's the one ride Mom's been looking forward to all day.



STANDARD FEATURES

- Toyota Corolla 5-Door Wagon
- 1.6 Liter engine
- 4-Speed synchromesh manual transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- Steel-belted radial ply tires
- Deluxe styled steel wheels
- MacPherson strut front suspension
- Unitized body construction
- Electric rear window defogger
- Wide-opening rear tailgate
- Fold-down rear seat
- Brushed nap wall-to-wall carpeting
- Reclining hi-back vinyl front bucket seats
- Power-boosted Flo-thru ventilation
- Day/night rear view mirror

For the complete list of standard features plus optional equipment, please see specifications page.

Shown with optional simulated woodgrain side panelling and roof rack.

- Colors**
- White • Red • Medium Blue • Silver Metallic
 - Copper Metallic • Light Blue Metallic • Light Green Metallic • Yellow

*See EPA mileage figures on specifications page.

Corolla 5-Door Wagon

COROLLA FEATURES

S - Standard O - Optional - Not Available

	2 and 4-Door Deluxe Sedan	2 and 4-Door Deluxe Sedan	2 and 4-Door Deluxe Sedan	5-Door Wagon
SR-5 and Deluxe Sport Coupe				
1.6 Liter Single Overhead Valve Engine	S	S	S	-
1.2 Liter Overhead Valve Engine	-	-	S*	S*
2-Speed Overdrive Transmission	S	S	O	S
4-Speed Synchromesh Transmission	S	S	O	S
5-Speed Automatic Transmission	O	O	O	O
Fully Transistorized Ignition System	DI-X	DI-X	-	-
Power-assisted Front Disc Brakes	S	S	S	S
Steel belted Radial Ply Tires	S	S	S	S
Mag-style Steel Wheels	S	S	S	S
MacPherson Strut Front Suspension	SR-5	SR-5	-	-
Unitized Body Construction	S	S	S	S
Chrome Bumpers	S	S	S	S
Body Side Protective Molding	S	S	S	S
Rust-protecting Fender Liners	S	S	S	S
Electric Rear Window Defogger	S	S	O	O
Locking Gas Cap	S	S	S	S
Cargo Compartment Light	S	-	-	-
Fold-down Rear Seat	S*	-	-	-
Tinted Glass	S	S	S	S
Brushed Nap Wall-to-wall Carpeting	S	S	S	S
Flip-out Rear Windows	S	S	S	S
Reclining H-back Vinyl Front Bucket Seats	S	S	S	S
Knitted Vinyl Seats	S	S	S	S*
Vinyl Seats	SR-5	SR-5	-	-
Power-assisted Flo-thru Ventilation	DI-X	DI-X	-	-
AM/FM/MPX Stereo Radio	S	S	O	O
Electric Tachometer	S	S	-	-
Ammeter, Oil Temp., Oil Press., and Water Temp. Gauges	SR-5	SR-5	-	-
Resettable Tripmeter	S	S	S	S
Inside Hood Release	S	S	S	S
Inside Rear Hatch Release	S	-	-	-
Day/Night Rear View Mirror	S	S	S	S
Steering-column-mounted Headlight, Headlamp Flasher, Windshield Wiper/Washer Controls	S	S	S	S

*1.6 Liter engine in California.

**Driver's side only.

*Split



Economical* 1.6 Liter OHV Engine



Electric Rear Window Defogger



Durable 4-Speed Synchromesh Transmission



MacPherson Strut Front Suspension



Easy-access, front-right side Walk-In Device



Power-assisted Flo-thru Ventilation



Steel belted Radial Ply Tires and Sporty Styled Steel Wheels



Solid Welded Unitized Body



Fold-down Split Rear Seat



Reclining H-Back Vinyl Front Bucket Seats



Locking Gas Cap



Optional 5-Speed Overdrive Transmission



Power-assisted Front Disc Brakes



Steering-column-mounted Headlight, Headlamp Flasher and Lane Changer Control



Optional 3-Speed Automatic Transmission



Remote Rear Hatch Release

Resettable Tripmeter



Anti-glass Day/Night Mirror



Sporty 3-Spoke Steering Wheel



5000 RPM Electric Tachometer



Optional Music Machines

COROLLA OPTIONS

5-Speed Overdrive Transmission—The engine runs slower in fifth gear to help get good gas mileage* and reduce engine wear. Optional on 2- and 4-Door Deluxe Sedan and 5-Door Wagon.

Automatic Transmission—A durable, smooth-shifting 3-speed. Optional on 2- and 4-Door Deluxe Sedan, 5-Door Wagon, Deluxe Liftback and Deluxe Sport Coupe.

Factory Air Conditioning—To keep you cool and comfortable in any summer weather from mildly warm to sweltering hot.

Music Machines—Superb-sounding AM Radio, AM/FM Radio, AM/FM/MPX Stereo Radio, an 8-Track Stereo Tape Deck, or a Cassette Tape Player.

10 Channel Citizens Band Radio—A choice of two different transceivers and several antennas, designed specifically for custom dash installation in most States. (FCC License Required.)

Additional Options and Accessories—Door edge guards • Floor mats • Roof rack • Dust Deflector • Cargo area covers • Rear Window Wiper/Washer (Liftback and Wagon only).

Your local Toyota dealer carries a complete line of custom Corolla accessories.

COROLLA SPECIFICATIONS

BODY FRAME CONSTRUCTION Unitized Body Construction.

SUSPENSION FRONT MacPherson Strut w/ Double Acting Hydraulic Shock Absorbers

SUSPENSION REAR Semi-elliptic Leaf Springs w/ Double Acting Hydraulic Shock Absorbers

STEERING Recirculating Ball, Collapsible Shaft

BRAKES Power-assisted Front, Disc; Rear Drum

ENGINE TYPE 1.6 Liter 4-Cylinder In-line Overhead Valve Hemi-head

EXTERIOR DIMENSIONS (inches)

	Liftback SR-5 & DI-X	Spt. Cp. SR-5	2-Dr. & 4-Dr. DI-X	2-Dr. & 4-Dr. Cst.	2-Dr. Sed.	3-Dr. Wgn.
Wheelbase	92.2	91.3	91.3	91.3	91.3	91.3
Overall Length	170.0	168.9	165.2 ¹	164.6	164.0	162.7
Overall Width	63.4	61.8	61.2	61.8	61.8	62.4
Overall Height	62.0	62.0	64.5	64.5	64.5	64.7
Tread Width, Front	62.0	62.0	61.2	61.0 ¹	61.0 ¹	61.2
Tread Width, Rear	62.6 ²	62.6 ²	60.6	60.6	60.6	60.6

CAPACITIES
Trunk or Cargo Area (Cu. Ft.)

23.7	6.2	7.5	7.8	7.8	15.8
------	-----	-----	-----	-----	------

¹California only.
²Rear seat down.

***EPA STATEMENT**

Transmission	49 States Highway	California City	California Highway
2-Door Sedan (4-Speed)	46	34	34

All Other 4-Speeds and 5-Speeds

4-Speed Automatics	35	28	34
	32	26	29

*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. 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.



Your local Toyota dealership is undoubtedly the best place to begin shopping for a new Toyota. You'll have a chance to examine the Toyota models first hand, and if you like, have a chat with one of the sales staff about your car-buying needs. They can provide just the kind of no-nonsense answers new car and truck shoppers need to help them arrive at an intelligent buying decision.

Toyota salespersons do much more than sell new Toyotas. They're Toyota information experts, trained to help new car shoppers solve their car-buying problems. You'll find them loaded with facts and figures on things like model selection, features, options, prices, trade-ins, servicing, warranties, and just about anything else you might want to know about Toyotas. So next time you have a question concerning your new car or truck purchase, or if you just want to have another look at the new Toyotas—drop by, or just call your local Toyota dealership. You'll find them waiting to serve you.

Toyota service departments are well equipped and efficiently run, with a broad assortment of tools, many designed specifically for work on Toyotas. Toyota service technicians, too, are specially schooled and trained in the finer aspects of Toyota service techniques. Many have gone on to achieve certification by the National Institute for Automotive Service Excellence (NIASE), an independent organization supported by the automobile industry as a whole. So when it comes time to have your new Toyota serviced, remember, nobody is as well equipped and well informed on Toyotas as a Toyota service department.

Toyota parts departments stock original factory replacement parts. This insures that Toyota owners receive the same outstanding quality in their parts purchases as originally went into their new Toyota. If your Toyota ever needs a replacement part, chances are your Toyota dealer has it in stock. If he doesn't, he can get it for you fast, from Toyota's 100 million dollar parts inventory. Toyota original replacement parts are readily available because parts are pre-stocked for all new models, including a large inventory of factory approved options. Toyota original factory replacement parts—the best way to keep your new Toyota *all Toyota*.

Toyota pre-delivery preparation starts with an inspection of all features, fluid levels and running gear. If the service department finds a discrepancy, adjustments are made until everything is brought up to proper standards of performance. Next, the vehicle is cleaned inside and out, until the vehicle is detailed to perfection. At Toyota, we want you to be happy with your new car or truck—right from the very first day you own it. Toyota pre-delivery preparation makes certain you are.

Toyota new vehicle inventories include a wide range of Toyota models to choose from. You may be surprised to learn that Toyota makes twenty-nine different models—from sporty cars to trucks, and luxury sedans to 4-wheel drive off-road vehicles. You'll have a wide selection of interior-exterior colors and a choice of several transmissions to choose from, too. There's a good reason why Toyota dealers are such dedicated professionals. It's because they've learned that the best way to sell quality cars and trucks is to offer efficient, no-nonsense, quality service right along with them. It's a package deal—quality service for quality cars and trucks—you got it, at Toyota.

