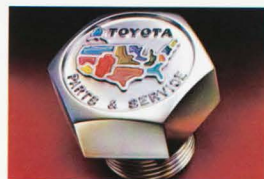


Quality.
You asked for it. You got it.
TOYOTA

1978 TOYOTA

Corona

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



THE TOYOTA CHALLENGE

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

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 a tradition of craftsmanship and pride handed down through the years. A tradition you can easily see—in the quality of Toyota Coronas.

For example, examine the paint on a new Toyota Corona; you'll find it smooth and free of ripples. All Toyotas are completely submerged in primer, so you'll find it under the hood, 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 built into every car and truck.

But perhaps the best way to find out about Toyota dependability is to ask someone who owns a Toyota. They'll tell you in their own words how dependable Toyotas are. They have a great story to tell.

Does the car come well equipped?

Toyotas are known for coming very well equipped, and Toyota Coronas are no exception. They're quality-built, family-size cars, and with the comfort, performance, price and economy you'd expect in a Toyota.

For example, every Corona comes standard equipped with a reliable, 2.2 liter engine, power-assisted front disc brakes, unitized body construction, electric rear window defogger and more. Plus every Corona Luxury Edition model comes with an AM/FM/MPX stereo radio, glove box lamp, and special trim included in the price. You'll find the list of Corona 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 car equipped.

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 choosing 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 Toyota Corona 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 cars.

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 away from one.

Next time you visit your local Toyota dealership, take a look around. You'll find it 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.

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 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 five Coronas to choose from, including two Luxury Edition models for the utmost in style and comfort. Coronas come well equipped and are loaded with comfort and convenience comparable to cars costing more.

But above all, remember—the Toyota 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.

Corona 5-Door Deluxe Wagon



Corona 4-Door Deluxe Sedan

Corona 2-Door Custom Sedan



Corona 4-Door Luxury Edition Sedan

Corona 5-Door Luxury Edition Wagon



I'm in real estate and I know my clients appreciate a comfortable, roomy car. And I like a luxurious, attractively styled car that handles well and is well built. I drive a Corona Luxury Edition Sedan.



This European-inspired, simulated aluminum dash in my Corona has a full set of easy-to-read instruments. The dash, plus the padded steering wheel and shift knob really add a nice touch of elegance to the interior.



Another touch of luxury is these plush, reclining front bucket seats, upholstered in rich gray, velour-type fabric. They adjust to many positions for the utmost comfort. (Bucket seats available with manual transmission only.)



This Luxury Edition Sedan came with lots of extras at no extra cost. And the one I enjoy most is the AM/FM/MPX 3-speaker stereo radio. It has one speaker up front and two in the rear. Another convenient luxury feature.



Practically everything is standard on the Luxury Edition Corona, including steel belted radial tires and power-assisted front disc brakes, plus luxurious touches like carpeted lower door trim panels, needle-punch trunk carpeting, wide body side molding, luxury wheel covers and 3-spoke padded steering wheel.



You know why I bought my Corona? It has quality built into it. The big, reliable 2.2 liter single overhead cam engine gives me power when I need it. And a smooth, comfortable and quiet ride helps make my job more enjoyable.



Corona 4-Door Luxury Edition Sedan

STANDARD FEATURES

Toyota Corona 4-Door Deluxe Sedan

- 2.2 liter engine
- Fully transistorized ignition system
- Power-assisted front disc brakes
- White sidewall steel belted radial tires
- Solid welded unitized body
- Body side protective molding
- Electric rear window defogger
- Wall-to-wall carpeting
- Electric tuning fork clock
- Power boosted 10-g-thru ventilation

STANDARD FEATURES

Toyota Corona 4-Door Luxury Edition Sedan

- All Corona standard features plus:
- Luxury full door trim
- Luxury full wheel covers
- Wide body side protective molding
- Bright side window frame molding
- Luxury velour seats
- Padded steering wheel
- Simulated aluminum instrument panel
- AM/FM/MPX 3-speaker stereo radio
- Glove box lamp
- Seat back pockets (bucket seats only)

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

Exterior Colors

White • Silver Metallic • Red • Deep Red • Pure Yellow • Beige • Gold Metallic • Light Blue Metallic • Copper Metallic • Light Green Metallic • Black Metallic (Luxury Edition only)



Corona 4-Door Deluxe Sedan — it's our other Corona 4-Door Sedan, standard equipped with a 4-speed manual transmission, fully transistorized ignition, electric rear window defogger and vinyl interior. It's attractively styled and at an affordable price.



Sally asked for a luxurious looking car. I needed a dependable, roomy and economical wagon. Our new Corona Luxury Edition Wagon scored points with everyone.



Sally loves the optional power steering of our Corona Wagon. She says it makes all kinds of driving, fun. On the road, backing out of the garage, or getting in and out of tight spaces.



A nice thing about Corona is that just about everything is standard equipment. This European-styled simulated aluminum dash really adds a touch of class. An option that Sally wanted is the 3-speed automatic transmission.



There's plenty of room in the rear of our 5-door Wagon for football gear. Even more when we drop the handy fold-down rear seat. The optional luggage rack gives us extra cargo space up top. And the Luxury Edition's optional simulated woodgrain trim complements the styling.



Included in the base sticker price were lots of extras, including things like long-lasting steel belted radial tires. I've always liked their road handling characteristics.



Another thing I like is the smooth ride. It doesn't feel like a Wagon. I guess that solid welded unitized body helps eliminate those annoying rattles. I just wish our football team's defense was so solid.

STANDARD FEATURES

Toyota Corona 5-Door Deluxe Wagon

- 2.2 liter engine
- Fully transistorized ignition system
- Power-assisted front disc brakes
- White sidewall steel belted radial tires
- Solid welded unitized body
- Body side protective molding
- Electric rear window defogger
- Reclining front bucket seats
- Wall-to-wall carpeting
- Electric "tuning fork" clock
- Power boosted Flo-thru ventilation
- Handy fold-down rear seat
- Fully-carpeted cargo area

STANDARD FEATURES

Toyota Corona 5-Door Luxury Edition Wagon

- All Corona standard features plus:
- Luxury full wheel covers
- Bright side window frame molding
- Luxury vinyl seats
- Padded steering wheel
- Simulated aluminum instrument panel
- AM/FM/MPX 3-speaker stereo radio
- Glove box lamp

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

Exterior Colors

- White • Silver Metallic • Red • Deep Red
- Pure Yellow • Beige • Gold Metallic • Light Blue Metallic • Copper Metallic • Light Green Metallic •

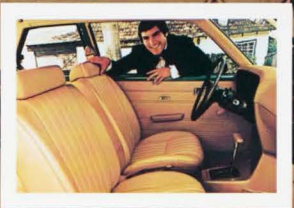


Corona 5-Door Luxury Edition Wagon



Corona 5-Door Deluxe Wagon—another Corona Wagon priced less than the Luxury Edition but still well-equipped with features like cut pile wall-to-wall carpeting, a gas-sipping 4-speed manual transmission and an electric rear window defogger.

*See EPA mileage figures on specifications page.



Our second most important decision before the wedding was to pick a car. We wanted a solid, dependable car to fit our budget. "Want a Corona?" I asked. Linda said, "I do."

This roomy trunk is perfect for our traveling needs. And I like the smart way the spare tire is tucked out of the way to give us more room for luggage.

We were surprised to find these reclining vinyl front bucket seats standard on this Corona. The seats adjust to so many positions that it's easy to get comfortable.

We decided on the optional 3-speed automatic transmission because we both do lots of stop and go driving. The floor-mounted console adds a sporty touch, too.

Another nice thing about our Corona is the electric rear window defogger. It's great for those misty mornings and evenings. And it's another extra I didn't have to pay extra for.

We're sold on our new Corona, with its big, reliable 2.2 liter engine, power-assisted front disc brakes and solid welded unitized body that helps eliminate annoying squeaks and rattles. It's a reliable, quality car inside and out, and with plenty of room for our future family.



STANDARD FEATURES

Toyota Corona 2-Door Custom Sedan

- 2.2 liter engine
- 4-speed manual transmission
- Fully transistorized ignition system
- Power-assisted front disc brakes
- White sidewall tires
- Full wheel covers
- Solid welded unitized body
- Body side protective molding
- Reclining vinyl front bucket seats
- Wall-to-wall carpeting
- Resettable tripmeter
- Power boosted Flo-thru ventilation

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

Exterior Colors

- White • Silver Metallic • Red • Deep Red
- Pure Yellow • Beige • Gold Metallic • Light Blue Metallic • Copper Metallic • Light Green Metallic

Corona 2-Door Custom Sedan

CORONA FEATURES

S—Standard O—Optional —Not Available

	4-Door Coronet Sedan	4-Door Deluxe Sedan	4-Door Deluxe Edition Sedan	5-Door Luxury Edition Station Wagon
2.2 Liter Engine	S	S	S	S
4-Speed Manual Transmission	S	S	S	S
5-Speed Overdrive Transmission	—	O	S	S
3-Speed Automatic Transmission	O	O	O	O
Power Steering*	O	O	O	O
Power Assisted Front Disc, Rear Drum Brakes	S	S	S	S
Unitized Body Construction	S	S	S	S
Fully Transistorized Ignition	S	S	S	S
Power-Boosted Flo-Thru Ventilation	S	S	S	S
Electric Rear Window Defogger	S	S	S	S
Cigarette Lighter	S	S	S	S
Simulated Aluminum Instrument Panel	—	—	S	S
Day/Night Non-Glare Rear View Mirror	—	S	S	S
Full Wheel Covers	S	S	—	—
Luxury Wheel Covers	—	—	S	S
Electric Tuning Fork Clock	—	S	S	S
Passenger Assist Grip	—	S	S	S
Padded Shift Knob	—	—	S	S
Vinyl Interior	S	S	S	S
Luxury Vinyl Interior	—	—	—	S
Moquette Velour-Type Interior	—	—	S	—
Wall-to-wall Carpeting	S	S	S	S
AM/FM/MPX 3-Speaker Stereo Radio	O	O	S	S
Door-Ajar Warning Light	S	S	S	S
Inside Hood Release	S	S	S	S
Body Side Protective Molding	S	S	S	S
Wide Body Side Protective Molding	—	—	S	S
Bright Side Window Frame Molding	—	—	S	S
Resettable Tripmeter	S	S	S	S
Steel Belted Radial Ply Tires	—	S	S	S
White Sidewall Tires	S	S	S	S
Ash Trays, Front and Rear	S	S	S	S
Door-Operated Courtesy Light	S	S	S	S
Seat Back Pockets (Bucket Seats Only)	—	—	S	S
Cargo Compartment Light	—	S	—	—
Glove Box Lamp	—	—	S	—
Reclining Front Bucket Seats w/ Head Rests	S	S	S	S
Lockable Glove Compartment	—	S	S	S
2-Stage Door Opening	S	S	S	S
Recessed Door Handles	S	S	S	S
Steering Column-Mounted Headlamp Flasher, Headlight, Windshield Wiper/Washer Controls	S	S	S	S
Intermittent Windshield Wipers	—	S	S	S
Padded Steering Wheel	—	—	S	S
Tinted Glass	—	S	S	S

*Available only with automatic and 5-speed transmissions.

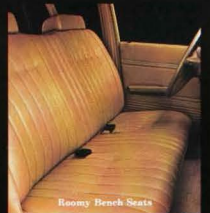
**—Bench seats with automatic transmission.

†—Available in grey or beige interior.

**Manual transmission only.



Responsive 2.2-liter Overhead Cam Engine



Roomy Bench Seats

BRAKE

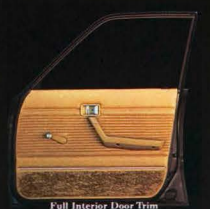
DOORS

FASTEN SEAT BELTS

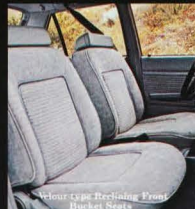
Door Ajar Warning Light



Handy Steering-column Mounted Headlights, Directional Signals, Hi-Lo Beam Controls



Full Interior Door Trim



Four Type-Reclining Front Bucket Seats



Convenient Electric Rear Window Defogger



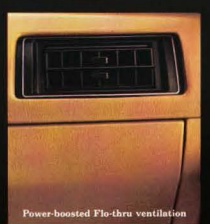
Electric Tuning Fork Clock



Optional Gas-saving* 3-Speed Overdrive Transmission



Fade-resistant, Power-assisted Front Disc Brakes



Power-boosted Flo-thru Ventilation



Resettable Tripmeter



4-Speed Transmission



Solid, Welded Unitized Body



Optional 3-Speed Automatic Transmission



3-Position Interior Light



Front Bucket Seats, Passenger-side Walk-in Device



Padded Steering Wheel



White Sidewall Steel-belted Radial Tires



Fully-transistorized Ignition



Optional Factory Air Conditioning



Passenger Assist Grip



Speedometer—MPH & Kilometers



AM/EM Stereo Radio

CORONA OPTIONS

5-Speed Overdrive Transmission—The engine runs slower in fifth gear to help reduce engine wear and get good gas mileage.*

Automatic Transmission—A durable, smooth-shifting 3-speed.

Power Steering—Improves steering ease. Available only with automatic and 5-speed transmissions.

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

AM/FM/MPX 3-speaker Stereo Radio—Surround yourself with music.

Additional Options and Accessories—Door edge guards • Floor mats • Cassette tape player • Rocker panel stripes • Roof rack • Dust deflector • 40-channel CB radio. Additional options available at your Toyota dealer.

CORONA SPECIFICATIONS

BODY/FRAME CONSTRUCTION Unitized Body Construction

SUSPENSION FRONT Front cross spring stabilizer bar with coil spring and double acting hydraulic shock absorbers

SUSPENSION REAR Leaf spring and double acting hydraulic shock absorbers

STEERING Recirculating Ball, Collapsible Shaft

BRAKES FRONT/REAR Power-assisted Front Disc, Rear Drum

ENGINE TYPE 4-Cylinder Single Overhead Cam
 Displacement (cc) 2189
 Horsepower (SAE Net) 49 States 95 hp @4800 rpm
 Horsepower (SAE Net) Calif. 90 hp @4800 rpm
 Torque (SAE Net) U.S. 122 ft. lbs. @2400 rpm

EXTERIOR DIMENSIONS (inches)	2 & 4-Door Sedans	5-Door Wagon
Wheelbase	98.4	98.4
Overall Length	173.2	176.4
Overall Width w/wheelgrain	63.8	63.4
Overall Height	53.5	53.9
CURB WEIGHT (lbs)	2535 (2 Dr.) 2655 (4 Dr.)	2685

INTERIOR DIMENSIONS (inches)
 Head Room (Front/Rear) 38.0/36.8
 Leg Room (Front/Rear) 39.3/31.6
 39.3/30.2

CAPACITIES
 Trunk or Cargo Area (Cu. Ft.) 9.1 (w/rear seat down)
 15.5 (w/seat up)

Fuel Tank (Gallons) 15.5
TIRES
 2-Door Sedan B 78 x 14 WSW Bias Ply Tubeless
 All other Coronas 175 SR 14 WSW Steel Belted Radial Ply (Tubeless)

***EPA STATEMENT**

Transmission	49 STATES Highway	49 STATES City	CALIFORNIA Highway	CALIFORNIA City
4-Speed and 5-Speed Transmission	29	20	28	20
Automatic Transmission	23	19	23	19

*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.

TOYOTA

TOYOTA

