

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

Celica · Corolla · Corona · Cressida  
Truck · Land Cruiser

1978 TOYOTA  
**CARS & TRUCKS**

# CELICA

The all-new 1978 Toyota Celica is years ahead of its time. It's a car—with quality built in through a tradition of craftsmanship and pride—that meets or exceeds all 1980 Federal fuel economy and safety standards. But above all, Celica is an incredibly personal car that offers sleek aerodynamic exterior styling, with performance to match, plus sporty interior appointments.

The 1978 Celica is available in three dynamically practical and different cars: Celica GT Liftback, GT and ST Sport Coupes.

The aerodynamic design of the new Celica GT Liftback has contributed to increased interior room, reduced interior noise, and increased stability, accelera-

tion and efficiency. Plus 35% more glass area than the 1977 model.

All three 1978 Celicas come well equipped with features you'd expect to find on cars costing much, much, more. Features such as a big 2.2 liter overhead cam engine, fully transistorized ignition, manual 5-speed overdrive transmission, power-assisted front disc brakes, steel belted radials, MacPherson strut front suspension, AM/FM radio, reclining front bucket seats, wall-to-wall carpeting and styled steel wheels.

The 1980's Toyota Celica. Here today.

If you can find a better built small car than a Toyota, buy it.

## SPECIFICATIONS

### BODY/FRAME

UNITIZED Body Construction  
MacPherson Strut, Coil Springs,  
and Double Acting Hydraulic  
Shock Absorbers

FIVE Link with Track Bar,  
Coil Springs, and Double Acting  
Hydraulic Shock Absorbers  
Power-assisted Front Disc,  
Rear Drum

### BRAKES FRONT/REAR

### ENGINE TYPE

Displacement (cc) 2189

Horsepower (SAE Net) 49 States/CA  
Torque (SAE Net) U.S.

90hp @ 4800 rpm/90hp @ 4800 rpm  
122 ft. lbs. @ 2400

## EXTERIOR DIMENSIONS (inches)

	GT Liftback	GT Sport Coupe	ST Sport Coupe
Wheelbase	98.4	98.4	98.4
Overall Length	173.6	173.6	173.6
Overall Width	64.6	64.6	64.6
Overall Height	50.8	51.2	51.2

### TIRES

Size	185/70SR14	185/70SR14	175/55R14
Type	Steel Belted Radials	Steel Belted Radials	Steel Belted Radials

EPA STATEMENT	49 STATES	CALIFORNIA
Transmission	Highway City	Highway City
5-Speed Transmission	24 20	32 25
Automatic Transmission	27 22	37 21

\*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.



Celica GT Liftback

GT Liftback shown with optional aluminum mag-type wheels and rear window wiper/washer.



Celica GT Sport Coupe



Celica ST Sport Coupe



# COROLLA

The 1978 Toyota Corollas are very practical cars, combining quality, price, economy and value. Corolla has the lowest sticker price and the best gas mileage in the entire Toyota line. And Corolla is dependably built. In fact, each Corolla is well-equipped from the start with standard features like power-assisted front disc brakes, reclining front bucket seats, fully-transistorized ignition, Flo-thru ventilation and more. And most Corolla models come with steel belted radials included in the base sticker price. That's so you don't end up paying extra for a lot of costly options.

There are ten models in all—with an exciting selection of body styles—including the versatile Corolla SR-5 Liftback with its 5-speed overdrive transmission,

handy fold-down split rear seat and large cargo area; and the Corolla 2-Door Sedan, Toyota's lowest priced and highest gas mileage car. Check the EPA figures at right.

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

## SPECIFICATIONS

**BODY/FRAME CONSTRUCTION**  
MacPherson Strut w/ Double Acting Hydraulic Shock Absorbers

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

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

**49 STATES CALIFORNIA**

Highway	City	Highway	City
Sedan and Custom Sedan	46	34	24
All other 4-Speed and 5-Speeds	38	28	24
3-Speed Automatic	32	26	23

**SR-5 & Dlx Liftback Coupe 4-Dr**

**SR-5 Sport 2-Dr & 4-Dr**

**Cnst 2-Dr & 4-Dr**

**2-Dr Sedan**

**5-Dr Wagon**

**EXTERIOR DIMENSIONS (inches)**

Wheelbase	93.3	93.3	93.3	93.3	93.3
Overall Length	170.0	188.3	165.2	164.6	164.6
Overall Width	63.6	63.6	62.4	61.8	61.8
Overall Ht.	55.9	52.6	54.5	54.5	54.5

**INTERIOR DIMENSIONS (inches)**

Head Room (Front/ Rear)	36.7/ 36.6	38.2/ 36.9	38.2/ 36.9	38.2/ 36.9	37.4/ 36.2
Leg Room (Front/ Rear)	42.1/ 42.1	40.0/ 40.0	40.0/ 40.0	40.0/ 40.0	40.0/ 39.2

\*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.

The Corolla Wagon is shown with optional simulated woodgrain siding and chrome roof rack.



Corolla SR-5 Liftback



Corolla SR-5 Sport Coupe



Corolla Deluxe Liftback



Corolla Deluxe Sport Coupe



Corolla 3-Door Custom Sedan



Corolla 2-Door Deluxe Sedan



Corolla 4-Door Deluxe Sedan



Corolla 5-Door Wagon



Corolla 2-Door Sedan



Corolla 5-Door Wagon



# Corona

The 1978 Coronas offer family car comfort and performance with the price and economy you'd expect in a Toyota. There are five different models to choose from, including the 4-Door Luxury Edition Sedan and 5-Door Luxury Edition Wagon. Corona Wagons have a rear seat that folds down to provide enough cargo space to carry 20 full-sized bags of groceries.

All Coronas come very well equipped with standard features often found on cars costing lots more.

For example, every Corona comes standard equipped with a big, reliable 2.2 liter engine, power-assisted front disc brakes, unitized body construction, reclining front bucket seats, electric rear window defogger, wall-to-wall carpeting and more. In addition,

every elegantly appointed Corona Luxury Edition Model—featuring the utmost in style and comfort—comes with an AM/FM/MPX stereo radio, glove box lamp and special luxury trim (both inside and out) included in the price.

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

## SPECIFICATIONS

### BODY/FRAME CONSTRUCTION

### BRAKES FRONT/REAR

Unitized Body Construction  
Power-assisted Front Disc,  
Rear Drum  
4-Cylinder Single Overhead Cam  
2150

### ENGINE TYPE

Displacement (cc)  
Horsepower (SAE Net)  
49 States/CA

95 hp @ 4800 rpm/90 hp @ 4800 rpm

### EXTERIOR DIMENSIONS (inches)

Wheelbase  
Overall Length  
Overall Width  
w/woodgrain  
Overall Height

	2 & 4-Door Sedans	5-Door Wagon
Wheelbase	98.4	98.4
Overall Length	173.2	176.4
Overall Width	63.8	63.8
w/woodgrain	63.4	63.4
Overall Height	53.5	53.9

### INTERIOR DIMENSIONS (inches)

	2 & 4-Door Sedans	5-Door Wagon
Head Room (Front/Rear)	38.0/36.8	38.2/37.7
Leg Room (Front/Rear)	39.3/31.6	39.3/30.4
<b>CAPACITIES</b>		
Trunk or Cargo Area (Cu. Ft.)	9.1	60.2
	(w/rear seat down)	15.5
Fuel Tank (Gallons)		15.5

### EPA STATEMENT

4-Speed and 5-Speed Transmission  
Automatic Transmission

	49 STATES Highway	City	CALIFORNIA Highway	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.



Corona 4-Door Luxury Edition Sedan



Corona 5-Door Luxury Edition Wagon



Corona 4-Door Deluxe Sedan



Corona 2-Door Custom Sedan



Corona 5-Door Deluxe Wagon



# CRESSIDA

The 1978 Toyota Cressida is the most prestigious luxurious Toyota of all. And Cressida quality is reflected in its performance, spacious interior and styling...quality features you'd expect in the higher priced cars in the luxury import class. Yet, Cressida costs a lot less.

Built with craftsmanship and pride, Cressida offers you two models to choose from: The 4-Door Sedan or the 5-Door Wagon, with its handy fold-down rear seat and large cargo space.

Each model comes well equipped with features like a unique 4-speed overdrive automatic transmission that helps improve gas mileage\* acceleration and reduce engine noise and wear. 2.6 liter, 6-cylinder

engine; power-assisted steering and front disc brakes; air conditioning; MacPherson strut front suspension; and much more.

All these features may be extras on other cars. But on Cressida, they're extras you don't pay extra for.

That's why you can expect a lot from Cressida. Value, dependability and, most of all—quality. If you can find a better built car than a Toyota, buy it.

## SPECIFICATIONS

**BODY/FRAME CONSTRUCTION**  
**SUSPENSION FRONT**  
**SUSPENSION REAR**

Unitized Body Construction  
 MacPherson Strut, coil springs, strut bars and stabilizer  
 4-link with coil springs, double-acting hydraulic telescopic shock absorbers and lateral track bar  
 Power-assisted Front Disc, Rear Drum

**BRAKES FRONT/REAR**

## ENGINE TYPE

Displacement (cc)  
 Horsepower (SAE Net)

6-Cylinder Single Overhead Camshaft  
 2565  
 108 @ 5000 rpm

## EXTERIOR DIMENSIONS (inches)

	4-Door Sedan	5-Door Wagon
Wheelbase	104.1	104.1
Overall Length	185.0	184.4
Overall Width	66.1	66.1
Overall Height	55.7	56.1

## INTERIOR DIMENSIONS (inches)

	4-Door Sedan	5-Door Wagon
Head Room (Front/Rear)	37.8/36.2	37.8/37.2
Leg Room (Front/Rear)	41.5/33.0	41.5/31.5
Shoulder Room (Front/Rear)	52.1/53.3	52.1/53.3

## \*EPA STATEMENT

	49 STATES		CALIFORNIA
	Highway	City	Highway City
Transmission	27	20	24 18

\*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.



Cressida 4-Door Sedan



Cressida 5-Door Wagon



# TRUCKS

The 1978 Toyota Trucks. They're quality-built Trucks that you can depend on... for business or pleasure. With seven different models to choose from, Toyota has the widest choice of trucks in its class, including SR-5 Sport Trucks, Long Beds and Standard Beds.

Tough Toyota Trucks are also famous for coming very well equipped, and they come with a tough 2.2 liter engine that delivers the biggest displacement and highest torque rating of any standard engine in its class.

Toyota Trucks also offer the comfort and features you might expect to find on well-equipped automobiles. For example, every Toyota Truck comes standard

equipped with fade-resistant, power-assisted front disc brakes, fully transistorized ignition, power boosted Flo-thru ventilation, and more. In addition, all SR-5 Sport Trucks come equipped with a 5-speed overdrive transmission, Hi-back bucket seats, and wall-to-wall carpeting.

But most important of all, remember - a Toyota Truck means quality, value and dependability. If you can find a better built truck than Toyota, buy it.

\*Based on information available at time of printing.

Optional equipment shown on SR-5 Sport Truck and SR-5 Long Bed Sport Truck. See your dealer for information.

## SPECIFICATIONS

**BODY/FRAME CONSTRUCTION**  
**SUSPENSION FRONT**  
**STEERING TYPE**  
**BRAKES - FRONT/REAR**  
**ENGINE**  
 Type  
 Displacement (cc)  
 Horsepower (SAE Net)  
 49 States/CA  
 Torque (SAE Net) U.S.

	Standard Bed/Standard	Long Bed/Long Bed Deluxe	SR-5 Cab/Chassis Truck	SR-5 Sport Truck
Gross Vehicle Wt. (lbs)	2340/2360	2345	2390	2560
Curb Weight (lbs)	1100	1100/1100	1100	1100
Interior Dimensions (inches)	4000			
Head Room	39.3	39.3	38.6	38.6
Leg Room	41.7	41.7	39.7	39.7
EPA STATEMENT	49 STATES CALIFORNIA			
Transmission	31	23	28	21
4 and 5-Speed Transmission	27	22	25	21
Automatic Transmission	27	22	25	21
Cab/Chassis (4-Speed Trans.)	25	18	21	18

\*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.



SR-5 Long Bed Sport Truck



Long Bed Deluxe



SR-5 Sport Truck



Standard Bed Deluxe



Standard Bed



Heavy Duty Cab/Chassis



# Land Cruiser



Land Cruiser Hardtop

The 1978 Toyota Land Cruisers are rugged, dependable 4-wheel drive vehicles designed to go nearly anywhere you want...on the road or off. The result of 26 years of Toyota engineering and testing, Land Cruisers are probably the toughest and best equipped 4-wheel drive vehicles around today.

They're built tough with a powerful 125 horsepower, 6-cylinder engine, with steel skid plates, heavy duty suspension and steel doors. And welded, riveted and bolted together to stay together.

Each Land Cruiser—Hardtop or 5-Door Wagon—is well equipped from the start, so you don't end up paying extra for a lot of extras. (Both are shown with optional mud and snow tires.)

But most important of all, remember—a Land Cruiser is a Toyota and that name has come to mean quality, value and dependability. If you can find a better built 4-wheel drive vehicle than a Toyota Land Cruiser, buy it.

## SPECIFICATIONS

<b>ENGINE</b>	6-Cylinder in-line, OHV
Type	(4 main bearings)
Displacement (liters)	4.2
	(252 cu. in.)
Bore and Stroke	3.70" x 4.00"
Compression Ratio	7.8:1
Horsepower (SAE Net)	125 hp @ 3600 rpm
49 States	
Horsepower (SAE Net)	125 hp @ 3600 rpm
California	
Torque (SAE Net)	200 lb. ft. @ 1800 rpm
Carburetor	Downdraft, 2-Barrel, Manual choke
Fuel Type	Unleaded gasoline only

## BODY/FRAME

Construction Separate Body and Frame

## SUSPENSION

Front and Rear Semi-Elliptical Leaf springs and double acting hydraulic shock absorbers

## BRAKES

Front and Rear Power-assisted Front Disc, Rear Drum, Tandem Master Cylinder brake system

## STEERING

Type Recirculating Ball

Turning diameter 34.7 ft. Hardtop, 40.6 ft. Wagon

## TRANSMISSION RATIOS

1st 2nd 3rd 4th rev

3.555 2.292 1.410 1.000 4.271

## TRANSFER CASE

Type 2-speed helical gear, sliding

Ratio Low: 1.950 High: 1.000

## REAR AXLE

Type Semi-Floating Hypoid Gear

Ratio 4.11:1

## TIRES

Type/Size 4-Ply Rating (front & rear)

H78 x 15 BSW Semi-log

WAGON

Wheelbase 90.0 106.3

Overall Length 152.4 184.0

Overall Width 63.4 68.3

Overall Height 76.0 73.4

CURB WEIGHT (lbs) 3800 4265

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



Land Cruiser Wagon



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 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.

