

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

1978 TOYOTA

TRUCKS

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



Can I count on the truck to hold up?
At Toyota, dependability is considered the most important quality a truck can have. It's also considered a tradition.

For example, examine the paint on a new Toyota Truck; you'll find it smooth and free of ripples. There's a good reason why: it's put on to last. 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 and truck 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 truck come well equipped?
Toyota trucks are known for coming very well equipped. For example, every one comes standard equipped with a durable 2.2 liter overhead cam engine, power-assisted front disc brakes, fully-transistorized ignition, 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. You'll find a list of Truck standard features on the specifications page.

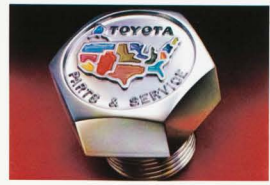
There's a good reason why we equip Toyotas with so much built-in value. It's because our research has shown us that that's the way you want a quality truck equipped. And when you ask for it at Toyota, it's a good bet you'll get it.



Is the truck 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 choosing a truck that's well equipped, so you don't end up paying for a lot of costly options. And getting a truck with long service intervals, designed to cut down on regular servicing. Plus, you'll want a dependable truck, 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 Truck 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 one of the most important parts of selling quality trucks.

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.

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. 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. For example, there are seven different Toyota Trucks to choose from—the widest choice of models in its class*—in a variety of body styles and types. Toyota Trucks are also famous for coming very well equipped, and they come with an engine that delivers the biggest displacement and highest torque rating of any standard engine in their class*.

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.

Standard Bed Deluxe



Standard Bed



Long Bed



Heavy Duty Cab/Chassis



Long Bed Deluxe

SR-5 Long Bed Sport Truck



SR-5 Sport Truck



*Based on available information at time of printing.



Sporty cars are great for dates, but I need the practicality of a truck. My SR-5 Long Bed Sport Truck turned out to be the perfect pickup for every occasion.



It's extra-long on looks and extra-long on length with a 7-foot bed that carries up to 1100 pounds. That's long enough and strong enough to easily haul my jet skis or just about anything else I want.



The hi-back vinyl bucket seats and wall-to-wall carpeting make the interior seem a lot more like a sports car than a truck. But did you ever see a sports car with so much room?



This 5-speed overdrive transmission is fun to shift, and it helps me save on gas. Like the AM/FM radio, it was standard. That's real music to my ears.



Here's a nice feature for a truck: a sporty-looking console between the seats with a handy tray for storing change and other small items.



Sure, it's the kind of rugged hauler you'd expect from Toyota. But this one has the car-like comfort to let me go anywhere a car can go—in style and with class.

STANDARD FEATURES

Toyota SR-5 Long Bed Sport Truck

- 7-foot bed
- 2.2 liter overhead cam engine
- 5-Speed overdrive transmission
- Self-adjusting clutch
- Fully transistorized ignition system
- Electric fuel pump
- Power-assisted front disc brakes
- Radial ply tires
- Stainless steel full wheel covers
- Zinc-coated muffler
- Radiator w/reserve tank
- Body side and hood tape striping
- Cargo tie-down hooks
- Tinted glass (except rear window)
- Vinyl hi-back bucket seats
- Wall-to-wall carpeting
- Full console w/storage tray
- AM/FM Radio
- Power-boosted Flo-thru ventilation

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

Colors

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

*See the EPA mileage figures on specifications page.

Shown with optional custom mag-type styled steel wheels and factory-approved chrome step-up bumpers.



SR-5 Long Bed Sport Truck



During the week, my hard-working SR-5 Sport Truck hauls the tools of my trade. Come weekends, it hauls me off to places I only used to dream about.



This custom camper shell protects me from the elements whenever I spend a weekend outdoors. When I'm working, the 6-foot bed provides a secure storage space for my equipment.



I do a lot of driving under some pretty demanding conditions. It's nice knowing my Sport Truck came standard with radial ply tires.



Here's one big reason I chose Toyota: their powerful 2.2 liter engine. It's got the biggest displacement and highest torque rating of any standard engine in its class.



Breaker, breaker—Toyota's optional, 40-channel citizens band radio keeps me in touch with my office and also doubles as an emergency unit when I'm out in the back country.



It's the company truck, personal transportation and my home away from home. When you practically live in a truck like I do, it's got to be comfortably equipped. My Toyota SR-5 Sport Truck is.



SR-5 Sport Truck

STANDARD FEATURES

Toyota SR-5 Sport Truck

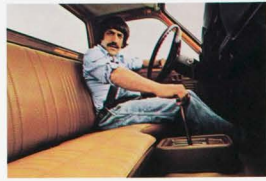
- 6-foot bed
- 2.2 liter overhead cam engine
- 5-Speed overdrive transmission
- Self-adjusting clutch
- Fully transistorized ignition system
- Electric fuel pump
- Power-assisted front disc brakes
- Radial ply tires
- Stainless steel full wheel covers
- Zinc-coated muffler
- Radiator w/reserve tank
- Body side and hood tape stripping
- Cargo tie-down hooks
- Tinted glass (except rear window)
- Vinyl hi-back bucket seats
- Wall-to-wall carpeting
- Full console w/storage tray
- AM/FM Radio
- Power-boosted Flo-thru ventilation

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

Colors

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

*Based on available information at time of printing. Shown with custom camper shell modification plus optional factory-approved chrome step-up bumpers, western-style out-side rear view mirrors, and 40-channel citizens band radio.



My business demanded a truck, but my overhead said good luck. My Toyota Long Bed Deluxe is just the right truck for a growing concern.

The 7-foot bed carries up to 1100 pounds of trees and shrubs, and the cab is welded into one solid piece to virtually eliminate squeaks and rattles.

I ordered the convenience of Toyota's optional automatic transmission. It's a smooth-shifting 3-speed that gets surprisingly good gas mileage for an automatic.

These tilt-forward bench seats are plenty roomy enough to keep me comfortable on the way to a job, and there's extra storage space behind to keep valuables.

Good brakes are especially important on a truck loaded down with breakables. The disc brakes up front are power-assisted to get the job done with minimum pedal effort.

From a business standpoint, I'd put the smart money on my Toyota Long Bed Deluxe. In the long run, I'm betting it hauls a lot more greenery for a lot less greenbacks.

STANDARD FEATURES

Toyota Long Bed Deluxe and Standard Bed Deluxe

- 7-foot bed (Long Bed Deluxe)
- 6-foot bed (Standard Bed Deluxe)
- 2.2 liter overhead cam engine
- 5-Speed overdrive transmission
- Self-adjusting clutch
- Fully transistorized ignition system
- Electric fuel pump
- Power-assisted front disc brakes
- White sidewall tires
- Zinc-coated muffler
- Radial or w/reserve tank
- Cargo tie-down hooks
- Tilt-forward vinyl bench seats
- Power-boosted Flo-thru ventilation

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

Colors
White • Red • Orange • Yellow • Yellow Green • Medium Blue

*See the EPA mileage figures on specifications page.



Long Bed Deluxe



Toyota Standard Bed Deluxe - All the features of the Long Bed Deluxe except it has a 6-foot bed for shorter hauls.



Even a small newspaper like us needs a fleet to deliver the morning edition. Our Toyota Trucks were priced just right to be good news for the budget.

They come with a 2.2 liter engine that's the biggest standard engine in its class* — plenty powerful enough to handle our big Sunday edition. So even though Toyota Trucks are low priced, they still offer traditional Toyota quality and durability.

The 4-speed manual transmission is geared to help us get good gas mileage.** That's an important factor when you have to watch expenses on as many trucks as we do.



Long Bed



Standard Bed

STANDARD FEATURES

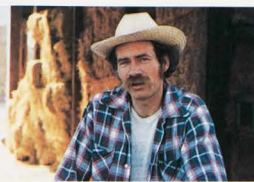
- Toyota Long Bed and Standard Bed
- 7-foot bed (Long Bed)
- 6-foot bed (Standard Bed)
- 2.2 liter overhead cam engine
- 4-Speed synchromesh manual transmission
- Self-adjusting clutch
- Fully-transistorized ignition system

- Electric fuel pump
- Power-assisted front disc brakes
- Zinc-coated muffler
- Radiator w/ reserve tank
- Cargo tie-down hooks
- Tilt-forward vinyl bench seats
- Power-assisted Flo-thru ventilation

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

- Colors
 White • Red • Yellow • Yellow Green
 • Medium Blue

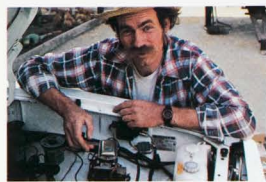
*Based on available information at time of printing.
 **See the EPA mileage figures on specifications page.



I wanted a special kind of truck but couldn't find one. I got a Toyota Heavy Duty Cab/Chassis and had the body custom made.



Farming demands some heavy-duty rigging, so I went with Toyota quality. My Toyota Heavy Duty Cab/Chassis has a gross vehicle weight rating that's 500 or 600 pounds higher than any other cab-chassis I could find fitted with the same body.



This Toyota fully transistorized ignition system completely eliminates the need for points and condenser. Built-in durability like that means tune-ups can be fewer and farther between, to provide extra savings in the long run.



Heavy Duty Cab/Chassis

STANDARD FEATURES

- Toyota Heavy Duty Cab/Chassis
- 4600 pound Gross Vehicle Weight rating
- 2.2 liter overhead cam engine
- 4-Speed synchromesh manual transmission
- Heavy-duty suspension
- Self-adjusting clutch
- Fully-transistorized ignition system
- Electric fuel pump
- Power-assisted front disc brakes

- Heavy-duty 7.50 x 14 6-ply white sidewall truck tires
- Zinc-coated muffler
- Radiator w/ reserve tank
- Tilt-forward vinyl bench seat
- Power-assisted Flo-thru ventilation

For the complete list of standard features plus optional equipment, please see specifications page. Shown with optional Western-style side view mirrors.

- Colors
 White • Red • Yellow • Yellow Green
 • Medium Blue

Some custom body types that can be fitted to the Toyota Heavy Duty Cab/Chassis:
 Stake bed (shown) • Utility • Van • Animal transport • Catering • Others

TRUCK FEATURES

S - Standard O - Optional - Not Available

	SR-5 Long Bed Sport Truck	Standard Bed Deluxe	Long Bed Deluxe	Heavy Duty Cab Chassis	Standard Bed	Long Bed
7-Foot Bed	S	S	S	S	-	-
6-Foot Bed	-	S	S	S	S	S
2.2 Single Overhead Cam Engine	S	S	S	S	S	S
5-Speed Overdrive Transmission	S	S	S	S	-	-
4-Speed Synchromesh Manual Transmission	-	-	-	S	S	S
3-Speed Automatic Transmission	-	O	O	-	-	-
Push Transistorized Ignition	S	S	S	S	S	S
Electric Fuel Pump	S	S	S	S	S	S
Power-assisted Front Disc, Rear Drum Brakes	S	S	S	S	S	S
Radial Ply Tires	S	S	-	-	-	-
White Sidewall Tires	-	-	S	S	-	S
Stainless Steel Full Wheel Covers	S	-	-	-	-	-
Chrome Hub Caps	-	S	S	-	S**	-
Zinc-coated Muffler	S	S	S	S	S	S
Radiator with Reserve Tank	S	S	S	S	S	S
Fuel Filler Door	S	S	S	S	S	-
Cargo Tie-down Hooks	S	S	S	S	S	-
Chrome Front Bumper	S	S	S	-	S**	-
Body Side and Hood Tape Striping	S	S	-	-	-	-
Chrome Windshield Drip Moldings	S	S	S	-	S**	-
Tinted Glass*	S	S	-	-	-	-
Hi-back Bucket Seats	S	-	-	-	S**	-
Bench Seat	-	-	S	S	S	S
Tilt-forward Seat Back	-	-	S	S	S	S
Vinyl Interior	S	S	S	S	S	S
Wall-to-wall Carpeting	S	S	O	O	O	O
Full Console w/Storage Tray	S	S	-	-	-	-
AM/FM Pushbutton Radio	S	S	O	O	O	O
Power Boosted Flo-thru Ventilation	S	S	S	S	S	S
Cigarette Lighter	S	S	S	S	-	S**
Ash Tray	S	S	S	S	S	S
Door-operated Courtesy Light	S	S	S	S	S	S
Passenger Assist Grip	S	S	S	S	-	S**
Inside Hood Release	S	S	S	S	S	S

*Except Rear Window
**Camper (Deluxe grade only)
***Commercial grade only

Standard Safety Equipment

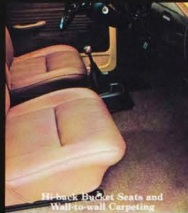
Fire-retardant interior trim material • 4-way hazard warning lights • Break-away inside mirror • Side marker lights and reflectors • Back-up lights • Outside rear-view mirror • 3-Point ELR seat belts.



2.2 Liter SOHC Engine



Durable 4-Speed Transmission



Hi-back Bucket Seats and Wall-to-wall Carpeting



3-Speed Automatic Transmission



Cargo Tie-down Hooks



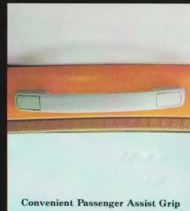
Tilt-forward Bench Seat



Headlamp Washer



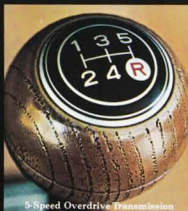
Optional Chrome Side View Mirrors



Convenient Passenger Assist Grip



Power-assisted Front Disc Brakes



5-Speed Overdrive Transmission



AM/FM Radio



Fully Transistorized Ignition

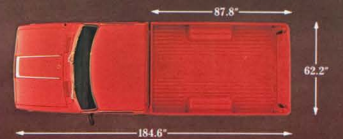


Long-wearing Radial Ply Tires

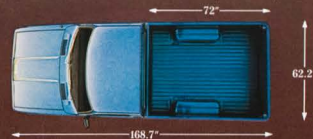


Optional Chrome Step-up Bumpers

DIMENSIONS: Toyota Long Bed Deluxe and Toyota SR-5 Long Bed Sport Truck



DIMENSIONS: Toyota Standard Bed, Standard Bed Deluxe and Toyota SR-5 Sport Truck



TRUCK OPTIONS

Automatic Transmission - A rugged, smooth-shifting 3-speed.
Side View Mirrors - Twin, western-style mirrors provide added visibility and convenience, especially when driving with a fully-loaded bed.
40-Channel Citizens Band Radio - A choice of two different transceivers and several antennas. Designed specifically for custom dash installation on most Toyota Trucks.
Chrome Step-up Bumpers - Made of heavy-gauge steel for rear-end protection and easier step-up loading.
Additional Options and Accessories - Door edge guards • Floor mats • 8-Track tape player • Cassette player • Rocker panel stripes • Ultra mirror sets.
Your local Toyota dealer carries a complete line of custom Toyota Truck accessories.

TRUCK SPECIFICATIONS

CAB CONSTRUCTION - Welded Steel Cab
SUSPENSION FRONT - Independent double "A" frame w/coil springs, double acting hydraulic shock absorbers, and stabilizer bar
SUSPENSION REAR - Semi-elliptic leaf springs with double acting hydraulic shock absorbers
STEERING TYPE - Recirculating ball
BRAKES - Power-assisted front disc, rear drum
ENGINE TYPE - 4-cylinder In-line Single Overhead Cam
DISPLACEMENT - 2180cc
HORSEPOWER (SAE NET) - 89 hp @ 4800 rpm
TORQUE (SAE NET) - 90 lb-ft @ 4800 rpm
U.S. - 122 ft. lbs. @ 2400 rpm

	Long Bed/ Std. Bed/Dlx.	Long Bed/Dlx./ Cab/Chassis	SR-5 Sport Truck	SR-5 Long Bed Sport Truck
Curb Weight (lbs.)	2430/2460	2500/2530/2345	2490	2560
Gross Vehicle Weight (lbs.)	4100	4100/4100/4600	4100	4100
Payload (lbs.)†	1400	1400/1400*	1400	1400

*Rated cargo weight depends on weight of body installed on Toyota Heavy Duty Cab/Chassis.

†Including occupants, cargo and equipment.

EXTERIOR DIMENSIONS (inches)				
Wheelbase	101.6	110.0	101.6	110.0
Overall Length	184.6	168.7	184.6	184.6
Overall Width	62.2	62.2/62.2/62.2	62.2	62.2
Overall Height	61.8	61.8	61.2	62.2

INTERIOR DIMENSIONS (inches)				
Head Room	39.3	39.3	38.6	38.6
Leg Room	41.7	41.7	39.7	39.7
Shoulder Room	53.7	53.7	53.7	53.7

***EPA STATEMENT**

Transmission	49 States		California
	Highway City	Highway City	Highway City
4 and 3 Speed	31	23	28
Automatic	27	22	25
Cab/Chassis (4-Speed)	25	18	21

*Remember EPA gas mileage figures are estimates. The actual mileage you 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

