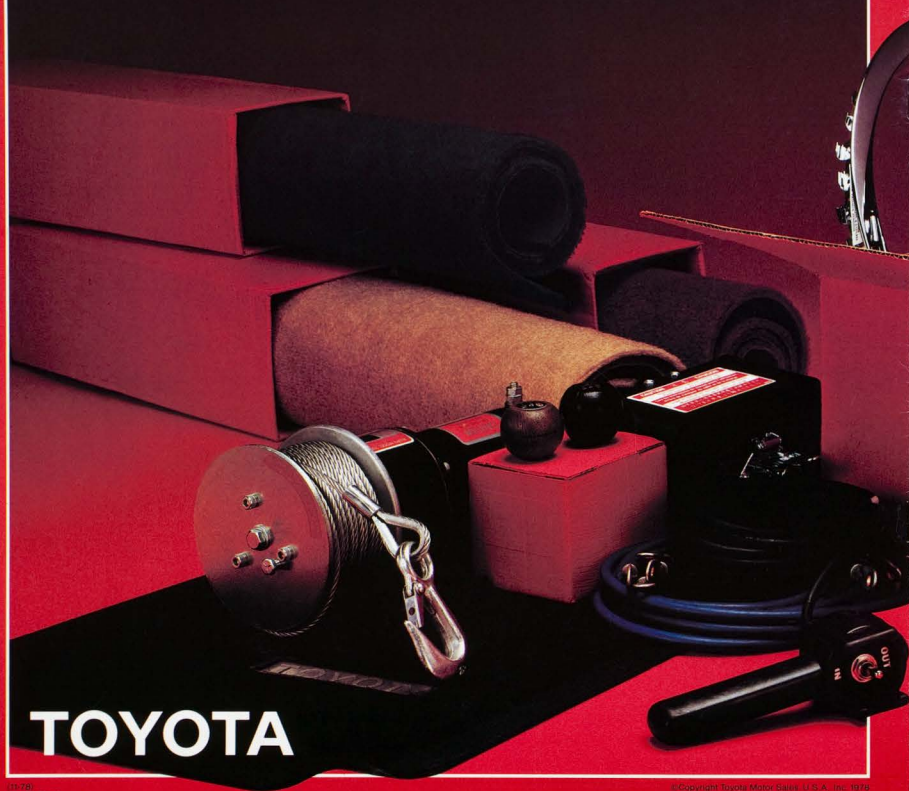


CELICA · COROLLA · CORONA · CRESSIDA · HALF-TON TRUCKS · LAND CRUISER



TOYOTA

1979
001000089
LITHO IN U.S.A.
500M

© Copyright Toyota Motor Sales, U.S.A., Inc. 1978

1979 TOYOTA ACCESSORIES



INDOOR

Toyota's quality engineering is recognized worldwide and its enviable standards always insure your investment. A very sensible choice. Your personal selection of options and accessories help increase the value of your vehicle. As part of the purchase price of your new Toyota, options can be financed when you buy your vehicle, they will carry the same full warranty as your new Toyota.

Whether you choose a Stereo Tape Player or a simple Door Edge Guard, you can count on Toyota quality.

Now that you "got it" get more pleasure, mile after mile, with options and accessories that suit you and your lifestyle.

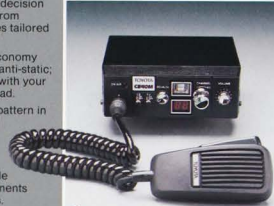
Now that you've made the wise decision to drive Toyota, why not select from genuine options and accessories tailored especially to fit your needs.

A. Toyota CB Radios come in economy or deluxe models. Clear sound, anti-static; 40 channels keep you in touch with your Good Buddies on and off the road.

B. Gear Shift Knobs sport shift pattern in handsome leather look or wood grain finishes.

C. Floor Mats in tough rubber protect carpets and leave them looking new at trade-in. Available for both front and rear compartments in all Toyota passenger vehicles. Colors are black, beige, burgundy and blue.

D. Liftback Cargo Cover in black heavy duty vinyl has steel frame side rods to keep it smooth and taut.



A.



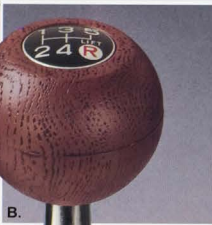
E.



F.



G.



B.



C.



H.



I.



J.



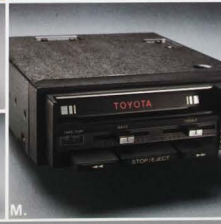
D.



K.



L.



M.

E. Fader Switch, available for the Celica 4 speaker system, improves sound quality at low levels and promotes passenger listening pleasure.

F. AM/FM Stereo Radio offers complete stereo sound in a full range of channels. Top quality tuner has brilliant FM reception.

G. Digital Electric Clock, a quality calendar/thermopiece, is totally self-contained and battery operated. Easy to mount on the dash or console.

H. Air Conditioners are beautifully matched units, constructed to enhance all Toyota vehicle interiors. Not just a pretty face—stay cool feature maintains even cab temperature at speed or when engine idles. Available now for all models including Land Cruisers FJ55 and FJ40. Land Cruiser air conditioning units are only available as factory installed options through your Toyota dealer.

I. Hi-Fi Speakers with new high range "tweeter" performs with concert hall clarity. Insures the utmost in sound reproduction.

J. Hi-Power Speakers for use with Power Booster puts you and passengers in the front row orchestra. Dramatic sound reproduction with incomparable tone and quality.

K. 8-Track Tape Player provides enjoyable indoor accompaniment on the road. Whether your taste runs to beautiful music or French cooking lessons, your driving pleasure can be greatly increased. Toyota's built-in Channel Selector quickly chooses the track you want.

L. Cassette Player offers richer sound with less distortion. Tape drag is greatly reduced in sound reproduction. Handsome instrument panel adds a valuable touch of luxury to your car's interior.

M. High-Power Cassette Tape Player with built-in power booster has a power output of 8 watts per channel. When tuned up with the required 8-ohm, 10-watt High Power Speakers the result is a sound system which must be heard to be fully appreciated.

OUTDOOR

Your Toyota is engineered to perform in style. Wherever you go, it handles the terrain beautifully. You can select your special kind of options and accessories right in the showroom.

A. Shadow Kits for most lift-back and coupe model Toyotas. A sporty feature with very practical functions, narrowed louvers cut glare and reduce interior temperature. Helps preserve upholstery and guards against fading. The Celica lift-back versions are available to fit vehicles with or without wipers. All kits lift up for easy window cleaning.

B. Tiara Band is constructed of brushed aluminum; fit and finish are custom designed for the Celica roof. The graceful curve matches other trim work exactly for an elegant Gran Turismo look.

C. Celica Front Mask adds a look of rally sport in snug fitting black vinyl with soft polyester lining. Protects paint and wards off minor road dings. Positive fit under hood helps prevent theft.

D. Touch-up Paint Kit with paint, polishing compound and applicator in one handy container. Developed to perfectly match all Toyota colors, covers minor scratches and helps prevent rust and corrosion. Keeps car in showroom condition.



B.



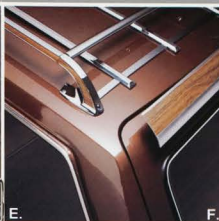
A.



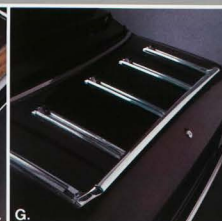
C.

E. Roof Rack is highly polished dual nickel chrome and polished aluminum with simulated wood grain trim. Sturdy wide area Roof Rack holds gear for the whole crew. Some models provide adjustable locking rear cross bar to secure all size loads.

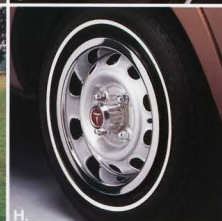
F. Dust Deflector provides a little station-wagon glamour in shiny aluminum with simulated wood grain trim insert. Works hard to keep rear window dust free.



E.



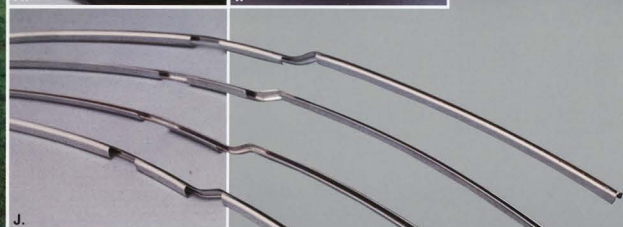
F.



H.



I.



J.

G. Deck Rack in dual nickel chrome and bright aluminum adds much needed cargo space to coupes for touring or city chores. Also provides extra value at trade-in time.

H. Wheel Trim Rings in rust-proof stainless steel add a little personal dash to your Toyota as well as extra value. Available for both 13" and 14" wheels.

I. Custom Color Urethane Bumpers available through your Toyota dealer.

J. Door Edge Guards are sturdy stainless steel clip-ons to prevent nicks and scrapes. Protects paint and keeps your Toyota like new.



F.



D.



J.

OFF-ROAD

Toyota's Trucks and Land Cruisers are ready for your style of adventure. Available options and accessories are just as rugged as they are carefully selected to provide a variety of extra function and reliability for work or play.

A. Deluxe Truck Mirror is constructed of heavy duty stainless steel aerodynamically styled. Wide area surface insures greater visibility. Complete with newly engineered fold-away mount. Slender line for contoured truck appearance.

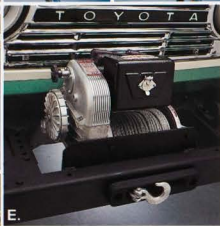
B. Western Mirror offers wide area visibility at an economy price. Constructed of heavy duty metal with a stainless steel finish; sturdy mounting bracket bolts on and mirror arm swings away when not in use.

C. Bumper and Grille for your Land Cruiser in heavy duty chrome. Adds a touch of custom styling to your work or playmate. Heavy chrome surface resists rust and salt damage.

D. Warn Mini-Winch* designed for the Toyota Half-Ton Pick-up, is small and compact with hefty 3,000 pound pull power. Comes with a 40 foot cable, remote control cord and switch, and its own special mounting bracket.

E. Warn Winch for Toyota Land Cruiser's bumper is an easy-to-install add-on for your off-road convenience and protection. 8,000 pound pull powers you or anyone else out of the boondocks with ease. May be controlled inside or outside the cab. Manual clutch and winch-side control; mounting kits include a special heavy duty bumper.

F. Maintenance Free Battery with built-in Toyota reliability. Constructed with lead calcium grids; reduces water loss and keeps impurities at lower levels. Longer normal service life, with 6 year limited warranty. Improved cold-crank performance for guaranteed, all-weather starts. Ask your dealer about model availability.



*Available April, 1979

G. Warn Hubs with your choice of manual or Automatic operation. A must for serious off-road recreation. When engaged, each wheel is sure-footed on the roughest terrain. Off position saves wear and tear on your Land Cruiser's front wheel assembly on the highway.

H. Chrome Step Bumper for a practical touch of glitter. Made especially for the Half-Ton Toyota Truck in 14 gauge rugged steel construction with a heavily chromed finish. Heavy gauge traction grid for safety. Also available in diamond patterned silver epoxy finish.



I. Bosch Fog Lamps* reduce reflected glare in all types of bad weather. Legal in all 50 states; designed to direct extremely bright light low on the road at an acute angle for full view and extra protection.

J. Wheel Covers in white poly-vinyl finish over anodized aluminum, add a sport-look to the Half-Ton Truck; easy to maintain and extremely durable.

K. Mud Flaps protect precious paint and under carriage. Keeps cars and trucks clean and new looking.

L. Block Heater is valuable for winter long start-up performance. Designed to fit all model Toyotas, frost plug heater is installed in the water jacket. Reduces engine wear and battery drain. Provides reliable starts on cold mornings.

M. Carpet Mats in double tuft velvet pattern. Latex backed with a rich pile softly insulates front and rear compartments. Available for all models.

N. Floor Mats of heavy duty industrial quality vinyl feature a cartoon characterization of the Half-Ton Toyota Sport Truck. Durable and easy to clean, they resist fading and spitting. Colors are black, blue and beige.

*Available April, 1979

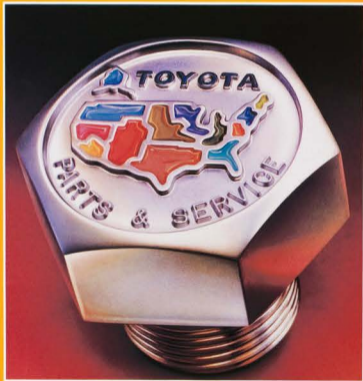
TOYOTA WARRANTY PROTECTION

One of the best features of a Genuine Toyota Air Conditioner is the superior service warranty, and the Toyota dealer who stands behind it. He knows that keeping you as a customer is what makes his business grow... so he'll treat you fairly and do his best to see that you're satisfied.

QUALITY SERVICE

...NATIONWIDE

Your Toyota Air Conditioner is precision-designed and manufactured for years of dependable, trouble-free operation. But if by chance it should require service, you'll have over 1,000 Toyota dealers across the country ready to honor your warranty, pinpoint the problem, and have it corrected by some of the world's finest service technicians... many specially certified by the National Institute for Automotive Service Excellence (NIASE) to install and repair Toyota Air Conditioners.



AVAILABLE IN YOUR FAVORITE TOYOTA MODEL

Whether installed at the factory or in the dealership's service department, every Toyota Factory Air Conditioner is the genuine article, carrying the identical warranty and delivering the same designed-in dependability that helps

make a Toyota the great value it is. So if the Toyota model and color of your choice doesn't happen to have Toyota Factory Air Conditioning when you see it in the showroom, your dealer's expert installation specialists can soon see that it does.

THE QUALITY CHOICE

By choosing to buy a new Toyota, you've chosen to go for quality. So it only makes sense to go for quality all the way. For those who really care about quality, and value, there's really no other choice than Genuine Toyota Air Conditioning by Nippondenso.

TOYOTA

479
©1988 Nippondenso
Corporation, U.S.A.
100000

 NIPPONDENSO

GENUINE TOYOTA AIR CONDITIONING





THE YEAR-ROUND COMFORT OF TOYOTA FACTORY AIR CONDITIONING

Car, Truck or Land Cruiser; Coupe, Sedan, Wagon or Liftback; whichever Toyota model you select, you'll receive even greater satisfaction from your purchase (and an even higher return on your investment) if your new Toyota comes equipped with Genuine Toyota Factory Air Conditioning. The precision-designed, all-weather temperature control system that can contribute in so many valuable ways to your comfort and driving enjoyment... every season of the year.

SPRING & SUMMER

Genuine Toyota Air Conditioning can keep the air inside your Toyota cleaner, fresher, and more pollen-free, no matter how hot and muggy the air outside becomes. On those sizzling summer days, the system's special "quick cooling" circulation feature starts making things cool and comfortable from the moment you enter your car.

FALL & WINTER

In cold weather, the engineered integration of heater and air conditioning means that hot, de-humidifying air can be rushed rapidly through each air conditioner duct, warming the car interior faster and more thoroughly, helping keep windshield and side windows defrosted, and providing "genuine" comfort for you and your passengers... come rain, sleet or snow.

TOYOTA-ENGINEERED TO BE AN INTEGRAL PART OF YOUR NEW CAR

When you switch on your Genuine Toyota Factory Air Conditioner, you can be confident that each of the over 1,000 parts in the air conditioning system have been designed and engineered for smooth, dependable compatibility with the other 20,000 parts in the vehicle. The output of the air conditioner compressor, for example, stays in perfect balance with the capacity of Toyota engines, avoiding the overloading, over-heating and impaired performance that can result from installing incompatible air conditioning equipment. How can you be so sure? Because under the hood, the air conditioner components bear the name "Nippondenso"... the company which for over forty years has manufactured Original Equipment Electrical Parts for Toyota... precision-designed to meet the particular specifications of each Toyota model.

TOYOTA QUALITY IN THE AIR

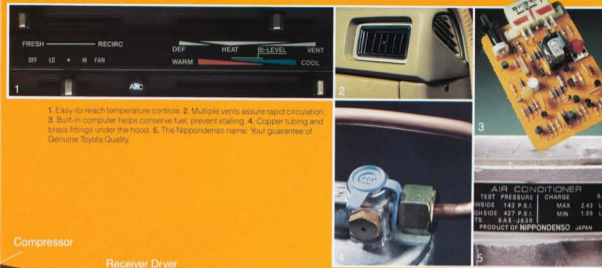
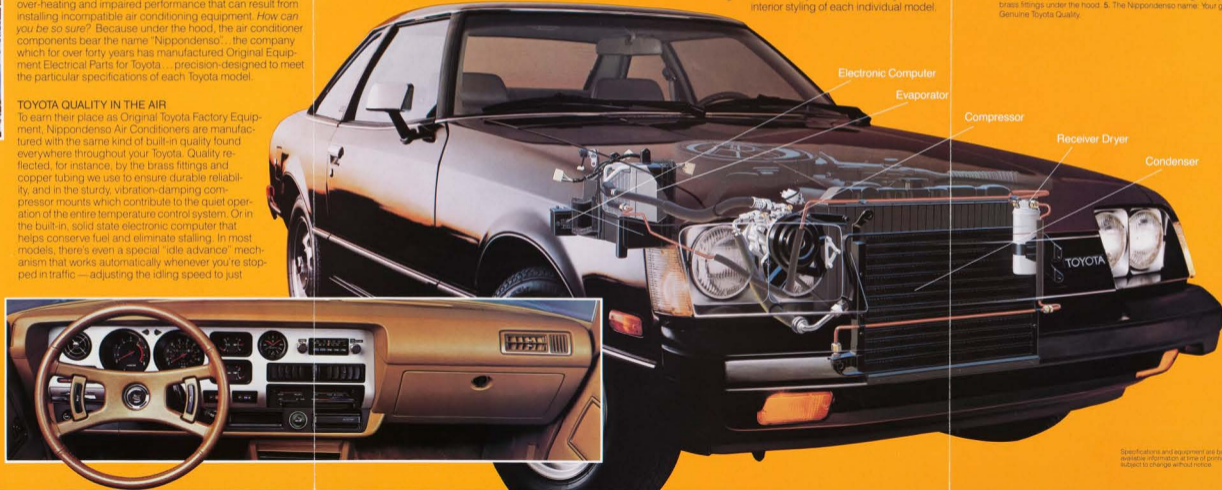
To earn their place as Original Toyota Factory Equipment, Nippondenso Air Conditioners are manufactured with the same kind of built-in quality found everywhere throughout your Toyota. Quality reflected, for instance, by the brass fittings and copper tubing we use to ensure durable reliability, and in the sturdy, vibration-damping compressor mounts which contribute to the quiet operation of the entire temperature control system. Or in the built-in, solid state electronic computer that helps conserve fuel and eliminate stalling. In most models, there's even a special "idle advance" mechanism that works automatically whenever you're stopped in traffic — adjusting the idling speed to just

the right rpm required to keep your air conditioner working smoothly without putting extra load on the engine.

It's difficult to show in pictures some of the system's other important qualities, such as the pride and craftsmanship that is part of Toyota's tradition. But once you're the owner of an air conditioned new Toyota, it won't be difficult to see the value!

TAILORED TO EACH TOYOTA MODEL

Genuine Toyota Air Conditioners are designed and engineered to fit every Toyota to a "T" — both under the hood, where the smooth interworking of the precision components contributes to the air conditioning's quiet performance, and in the dashboard, where the easy-to-reach, glare-free controls are integrated attractively and harmoniously into the interior styling of each individual model.



1. Easy-to-reach temperature controls. 2. Multiple vents assure rapid circulation. 3. Built-in computer helps conserve fuel, prevent stalling. 4. Copper tubing and brass fittings under the hood. 5. The Nippondenso name... your guarantee of Genuine Toyota Quality.

THE FACTS ABOUT FACTORY AIR

ECONOMICAL

Who says air conditioning can't be economical? Thanks to its engineered-for-Toyota efficiency, Genuine Factory Air Conditioning lets you enjoy the comforts of temperature control at your fingertips, with the comfortable knowledge that you still enjoy the advantage of Toyota's traditional total economy.

THE VALUE NOW... THE VALUE LATER

Your investment in Genuine Toyota Air Conditioning will repay you in every way. Not only in years of more pleasurable driving, but also at resale time, when the higher Blue Book value of genuine "factory" air conditioning can make your Toyota worth more in trade.

REDUCES FATIGUE

Feeling warm and dry — and reassured by clearer visibility — in sub-zero winter weather, being cooled by clean fresh air at the height of a summer heatwave; staying calm and comfortable in the midst of midtown traffic; relaxing and genuinely enjoying the drive on a cross-country family vacation. These are just some of the ways to measure the value and complete satisfaction that comes from buying a new Toyota... that comes complete with Genuine Toyota Factory Air Conditioning by Nippondenso.

Specifications and equipment are based on relative vibration at time of posting, and are subject to change without notice.