SPECIFICATIONS

SEDAN			LIFTBACK		HARDTOP	WAGON			
1600	1800	2000	1800	2000	2000	1600	1800	2000	
		4260	(4290*)			4330 (4360*)			
	1645								
	1395 1370 1365		1420						
			2525						
				1350					
				1350					
160 165						165			
				5.0					
1030	1020 (1025**)	1050	1035 (1040**)	1065	1055	1055	1045	1075	
1450	1460	1495	1460	1495	1495	1545	1535	1565	
1587	1770	1968	1770	1968	1968	1587	1770	1968	
OHV	OHV	SOHC	OHV	SOHC	SOHC	OHV	OHV	SOHC	
80.5 x 78.0	85.0 x 78.0	88.5 x 80.0	85.0 x 78.0	88.5 x 80.0	88.5 x 80.0	80.5 x 78.0	85.0 x 78.0	88.5 x 80.	
8.5:1	9.0:1	8.5:1	9.0:1	8.5:1	8.5:1	8.5:1	9.0:1	8.5:1	
69/5200	86/5400	89/5000.	86/5400	89/5000	89/5000	69/5200	86/5400	89/5000	
11.9/3000	14.2/3400	14.8/3600	14.2/3400	14.8/3600	14.8/3600	11.9/3000	14.2/3400	14.8/3600	
			One	down-draft 2-	barrèl				
61 59									
1									
		Single dry	plate, diaphr	agm spring (r	nanual transm	ission only)			
MacPherson strut/4-link, coil spring (leaf spring on Wagon & certain 1600 Sedans)									
Disc/drum (front drum brake on 2000 Standard Sedan and Wagon)									
	4-spe	ed manual: l	st: 3.579, 2nd	2.081, 3rd;	1.397, 4th; 1.	000, Reverse;	4.339		
	5-speed ma	mual; 1st; 3.2	87, 2nd; 2.04	3, 3rd; 1.394,	4th; 1.000, 5	th; 0.853, Re	verse; 4.039		
	3	-speed autom	atic; 1st; 2.45	0, 2nd; 1.450	, 3rd; 1.000,	Reverse; 2.22	22		
3.727	3.909		3,909		3,909	4.300	4.1	00	
5.60-13-4PR	3-4PR 6.45-13-4PR		6.45-13-4PR		6.45-13-4PR	5.60-13-6PR	.60-13-6PR 6.45-13-6PR		
		Variable r	atio recircula	ting ball type	, gear ratio;	19.0~22.5			
Fixed	Colla	psible	Colla	nsible	Collapsible	Fixed	Collapsible		
	1030 1450 1587 OHV 80.5 x 78.0 8.5 x 1 69.5200 11.9/3000 11.9/3000 3.727 5.60-13.4PR	1600 1800 1395	1600 1800 2000 42601 42601 13895 13895 1030 1000 (1000***) 1050 1450 1460 1495 1587 1770 1968 OHV OHV 0HV 85.1 69:5200 86:5400 89:5000 11.9/3000 11.9/3000 14.2/3400 14.8/3600 6 5.000 86:5400 89:5000 6 5.000 86:5400 14.8/3600 6 11.9/3000 14.2/3400 14.8/3600 6 Single dry MacPherson strut4-lt Disc/drum (tr 4:speed manual: lt: 1s: 3.2 3:speed autom 3:speed autom 3.727 3:909 5:60-13:4PR 6:45-13:4PR	1600 1800 2000 1800 4260 (4290") 4260 (4290") 1395 13 1395 13 1395 13 1395 1395 13 140 1030 1600 (4290") 160 140 1450 1450 1460 1495 1460 1450 1460 1495 1460 1495 1460 1587 1770 1968 1770 0HV SOHC 0HV 63.51 9.01 8.5.1 9.01 8.5.1 9.01 6.5.1 9.01 69.5200 86/5400 89/5000 86/5400 14.2/3400 OHe Ohe 11.9/3000 14.2/3400 14.8/3600 14.2/3400 Ohe Ohe Ohe Ohe Ohe Ohe Ohe Ohe 15 Single dry plate. disphra Single dry plate. disphra MacPherson struk-t-link, coll sprint Dac/drum (front drum bra 4-speed manual: list: 3.579, 2nd; 2.04 3.727 3.309 3.3 3.500-13-4PR 6.45-	1600 1800 2000 1800 2000 4260 (4290*) 1645 1395 1370 2525 1370 1395 1370 1395 1370 1390 1390 160 1390 160 1390 160 1390 160 1390 160 1495 1450 1460 1450 1460 1450 1460 1457 1770 1968 1770 0HV OHV 0HV OHV 05.5 r 78.0 85.5 r 80.0 8.51 9.01 8.51 9.01 8.51 9.01 8.51 9.01 8.51 9.01 8.51 9.01 11.93000 14.23400 14.83600 14.23400 14.83600 14.23400 14.83600 14.23400 14.83600 <td>1600 1800 2000 1800 2000 2000 4260 (4290") 1645 1395 1370 1365 1395 1370 1365 1390 1380 1380 1390 1380 1380 160 1390 1385 1390 1390 1380 1450 1460 1495 1450 1460 1495 1450 1460 1495 1457 1770 1968 1968 0HV 0HV SOHC 0HV SOHC 0HV 0HV SOHC 0HV SOHC 85.5 61 50.5 78.0 85.5 80.0 85.51 9.01 8.51 8.51 63.51 9.01 8.51 8.51 8.51 8.51 8.51 645.50 86.5400 88.5000 86.5400 89.5000 89.5000 89.5000 14.87600 11.9/3000 14.2/300</td> <td>1600 1800 2000 1800 2000 2000 1600 4260 (4280') 1645 1365 2525 1370 1365 1395 1370 1365 2525 1330 1350 1395 1350 1350 1350 1350 1350 1000 1000 (002***) 1060 1065 1055 1055 1450 1460 1495 1495 1495 1455 1587 1770 1968 1770 1968 1587 0HV OHV SOHC OHV SOHC SOHC 85.1 8.51 8.51 63.51 9.61 8.51 9.61 8.51 8.51 8.51 8.51 69.5200 86.5400 89.5000 86.5400 89.5000 66.5200 11.9.3000 14.8.3600 14.8.3600 11.9.3000 11.9.3000 14.8.3600 14.8.3600 11.9.3000 11.9.3000 14.8.3600 14.8.3600 11.9.3000 14.8.3600 11.9.3000</td> <td>1600 1800 2000 1800 2000 2000 1600 1800 4260 (4290") 1645 1370 1365 1420 1395 1370 1365 1420 1395 1370 1365 1420 1390 1390 1390 1390 1420 1390 1390 1390 1390 1420 1390 1390 1390 1395 1045 1450 1460 1495 1495 1495 1495 1450 1460 1495 1495 1945 1535 1587 1770 1968 1968 1587 1770 0HV OHV SOHC OHV SOHC 0HV 0HV 0HV 61 50.9 78.0 85.7 80.0 85.7 90.1 11.9/3000 14.2/300 14.8/3600 14.8/3600 14.8/3600 14.2/3400 11.9/3000 14.2/3400 14.8/3600 14.8/3600</td>	1600 1800 2000 1800 2000 2000 4260 (4290") 1645 1395 1370 1365 1395 1370 1365 1390 1380 1380 1390 1380 1380 160 1390 1385 1390 1390 1380 1450 1460 1495 1450 1460 1495 1450 1460 1495 1457 1770 1968 1968 0HV 0HV SOHC 0HV SOHC 0HV 0HV SOHC 0HV SOHC 85.5 61 50.5 78.0 85.5 80.0 85.51 9.01 8.51 8.51 63.51 9.01 8.51 8.51 8.51 8.51 8.51 645.50 86.5400 88.5000 86.5400 89.5000 89.5000 89.5000 14.87600 11.9/3000 14.2/300	1600 1800 2000 1800 2000 2000 1600 4260 (4280') 1645 1365 2525 1370 1365 1395 1370 1365 2525 1330 1350 1395 1350 1350 1350 1350 1350 1000 1000 (002***) 1060 1065 1055 1055 1450 1460 1495 1495 1495 1455 1587 1770 1968 1770 1968 1587 0HV OHV SOHC OHV SOHC SOHC 85.1 8.51 8.51 63.51 9.61 8.51 9.61 8.51 8.51 8.51 8.51 69.5200 86.5400 89.5000 86.5400 89.5000 66.5200 11.9.3000 14.8.3600 14.8.3600 11.9.3000 11.9.3000 14.8.3600 14.8.3600 11.9.3000 11.9.3000 14.8.3600 14.8.3600 11.9.3000 14.8.3600 11.9.3000	1600 1800 2000 1800 2000 2000 1600 1800 4260 (4290") 1645 1370 1365 1420 1395 1370 1365 1420 1395 1370 1365 1420 1390 1390 1390 1390 1420 1390 1390 1390 1390 1420 1390 1390 1390 1395 1045 1450 1460 1495 1495 1495 1495 1450 1460 1495 1495 1945 1535 1587 1770 1968 1968 1587 1770 0HV OHV SOHC OHV SOHC 0HV 0HV 0HV 61 50.9 78.0 85.7 80.0 85.7 90.1 11.9/3000 14.2/300 14.8/3600 14.8/3600 14.8/3600 14.2/3400 11.9/3000 14.2/3400 14.8/3600 14.8/3600	

** With 5-speed transmission

 Toyota Motor reserves the right to alter prices and any details of specifications and equipment without notice. Details of specifications and equipment are also subject to change to suit local conditions and requirements. Please inquire at your local dealer for details of any such changes that might be required for your area.
Note: Vehicle body colour might differ slightly from the printed photos in this catalogue.

TOYOTA CORONA

Corona.



TOYOTA TOYOTA MOTOR CO., LTD. TOYOTA MOTOR SALES CO., LTD.







BEAUTY, FUNCTIONALITY, AND A WIDE OPEN FEELING PERMEATE THE NEW CORONA.





THERE IS A NEW STANDARD OF COMFORT IN THE CORONA'S BIOMECH ANICALLY DESIGNED INTERIOR.



CONVENIENCE IS THE WATCHWORD WITH CORONA COMFORT.



1. VANITY MIRROR: This mirror is found on the reverse of LHD DLX Coronas only.

2. GLOVE BOX COURTESY you are looking for.

3. CIGARETTE LIGHTER AND ILLUMINATED ASH one spills ashes even at night. transmissions.

4. CASSETTE STEREOS: 7. AUTO CLOCK: Tuning Two stereo systems are of the passenger side sun visor available: one with auto reverse feature, one without. 5. RADIOS: You have your

LAMP: The courtesy lamp in choice of AM, AM/FM, or the glove box of DLX Coronas AM/SW radios, wind-noise means you'll always find what reducing aerial and two speakers in the cowl.

6. CONSOLE BOX: Versatile console boxes come on TRAY: With the illuminated every Toyota Corona, except ash tray on DLX models, no for STD models with manual

forks assure to-the-minute accuracy in DLX Corona auto clocks.

8. HEATER: The optional heater incorporates an curtain air-mix system for better temperature control and air circulation.

9. FUEL GAUGE: This new gauge registers the fuel remainder even when the ignition is off. It has a low fuel warning lamp too.

CORONA OFFERS BOTH PREVENTATIVE AND PROTECTIVE SAFETY FEATURES.



1. PANORAMIC VISIBILI- 4. STALK-MOUNTED CON- 6. CHILDPROOF LOCKS: TY: Slim pillars and larger TROLS: Windscreenwiper/ glass area add up to 306° driving conditions.

tical field of vision is increased other. to 34° forward, and 15°25' to 5. REAR WINDOW DEFfor the new Corona.

in all kinds of weather.

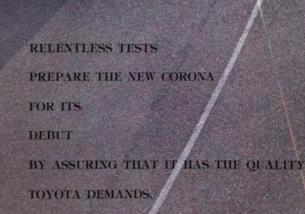
2. FIELD OF VISION: Ver- and dimmer controls on the

often causes the rear window of tional for all others. 3. SIDE WINDOW DE- a car to ice up or frost over. rearward visibility.

Coronas have childproof locks washer controls are on one side on the rear doors so that visibility. That results in safer of the steering column; and children cannot open them headlamp, clearance lights, from the inside when the locks are engaged.

7. SAFETY BELTS: Threepoint ELR belts are standard for the rear, a major improvement FOGGER: Cold weather liftbacks and hardtops, op-

8. PROTECTIVE ZONE: Op-MISTERS: New optional The Corona has an optional tional side mouldings and demisters help assure visibility rear window defogger to help rubber bumper strip form a protective zone.





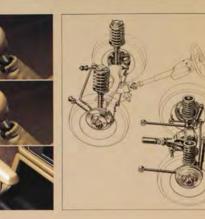
Mechanics add to the comfort of the new Corona with new MacPherson strut suspension, complete with stabilizer bar, up front and 4-link lateral rod, coil spring suspension in the rear. The improvement in ride and handling must be experienced.

Braking effectiveness is much better with new improved master cylinder, with booster, and front disc brakes.

Coronas are available in a choice of three engines: 1600cc, 1800cc, and 2000cc. Likewise there are three transmissions: a 4-speed manual, a 5-speed manual, and a 3-speed automatic.

Every mechanical part of the new Corona has been thoroughly tested and proved. It is durable throughout.

MECHANICAL RELIABILITY: THE RESULT OF TOYOTA EXPERIENCE AND CORONA TRADITION.





1600cc ENGINE

economy with power for emergencies, the 1600cc is just right. It 11.9 kg-m (DIN) of torque.



1800cc ENGINE

For those who wish maximum All internal moving parts of this 1800cc This big 2000cc power plant gives 4-cylinder, in-line engine have been carefully balanced. Its develops 86 develops 69 horsepower (DIN) and horsepower (DIN) at 5400 RPM. The torque (DIN) of torque are plenty for the is 14.2 kg-m/3400 RPM (DIN).



2000cc ENGINE

any Corona a maximum of zest 89 horsepower (DIN) and 14.8 kg-m most stringent driver.





A perfect blend of style and practicality that challenges all preconceptions about family cars.

Most liftbacks look like a station wagon with its rear end am-putated. That's why these flow-ing lines are so refreshing. The sculpted 5th door swings wide open for big loads. And one or both rear seat backrests fold down for extra space. Now style and practicality blend perfectly — in the new Toyota Corona liftback.



Aerodynamics merge with dignity in the clean lines and cubic styling of the notchback Sedan.



Space. The word that goes the best with the comfort of the Corona sedan. Space for lug-gage. Space tor five pas-sengers. Space that's open and free because the win-dows are high and wide. Instruments that don't op-press you with mechanics, so you drive with less stress and fatime

fatigue.

A cube has the most space. It's beautiful too ... like the Corona notchback sedan.







sporty look.

Optional equipment shown: heater, radio, pillar aerial, rear window delogaer, hub center ornament

The opera window in the Corona hardtop adds a touch of class — that special something you buy a hardtop for. It's a car with that same Corona freedom and space. Same com-torable ride. Same luxurious in-terior. And that same Toyota quality. Sometimes a family man wants something a little more personal. You have it — the Toyota Corona hardtop.





Distinguished styling, ultimate practicality; just right for business, or a family outing.

There are times when sedans are not enough. Times when you need a car that will haul a real load.

real load. Corona station wagon fills that void. It has the quiet com-fort of high-class passenger car, and the load-carrying ability of a commercial van. And its distinguished good looks add prestige to any business. When family or business dic-tates more than just a 5-passenger car . . . try a Corona station wagon.



int shown: side protective m rubber humper strip, heate



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

ΤΟΥΟΤΑ

1979 TOYOTA CORONA

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Corona



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San pills

Casteller

The Toyota Corona. Just look at it now! No, it's not an expensive European luxury car. It just looks it. In its all-new, clean crisp body design and in its lengthened list of luxury features. Yet Corona remains a people-car... designed for the things people do and priced right.

For people who are stepping up...and out. here is our top-of-the-line 4-Door Luxury Edition Sedan. From one sleek ebony bumper to the other, the look is classic: Distinctive new headlamps and tail lights, styled wheel covers and wide body-side moldings. And every inch a reminder that Corona comes together in the Toyota tradition of quality engineering and craftsmanship. With a body that's welded ... instead of bolted... to resist shakes and rattles. Details that are superbly finished. And, of course, a long list of standard features that don't cost extra. And there's more... like a luxurious ride. See for yourself ...

CORONA 4-DOOR LUXURY EDITION SEDAN

Shown with optional air conditioning

LEADED

vn with optional automatic

Welcome to Corona. And make yourself at home. Because that's the way we planned the 4-Door Luxury Edition Sedan. Comfortable Carefree. And very accommodating. When you settle in, you're in for some nice surprises. There before you is a beautifully functional instrument panel. With elegant simulated woodgrain finishing. A space-age digital quartz clock with time and date readouts. Resettable tripmeter. And easy-reading dials that keep you in close touch with Corona's performance. All meticulously detailed and carefully positioned for one-glance monitoring or fingertip control. The Luxury Edition Sedan is plush, too. With satin-soft cloth upholstery, noh wall-to-wall carpeting and loads of quality-crafted luxuries. But more... its comfort is 'customized' With adjustable padded tilt seering wheel. Reclining from bucket seats A driver's seat with height adjuster - and adjustable lumbar support to ease the small of your back. Try it up, down forward, back - now lhat's what being in the driver's seal is all about!

And on the road? It's responsive Easy-handling Economical. With standard 5-speed overdrive transmission, 2.2 liter single werhead cam engine, power-assisted front disc brakes. White idewall steel-belted radial tires. It's everything you'd expect from foyota ... superb engineering, craftsmanship and styling.

Shown with optional simulated woodgrain side paneling, roof rack and rear window wiper/washer.

CORONA 5-DOOR LUXURY EDITION WAGON

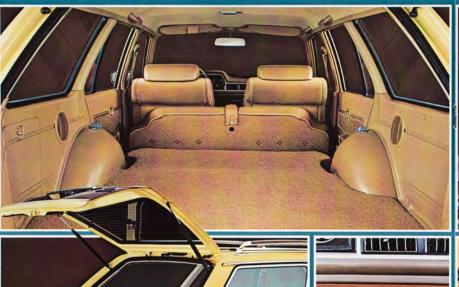
Corona 5-Door Deluxe Wagoh, Roomy, solid, traditional Toyota quality The least expensive Corona Wagon, loaded with a long list of standard features, at no extra cost.

The Toyota Corona Wagon. If you've got places to go. people to see and parcels to pack. Corona's for you

And especially if you're partial to going first class the 5-Door Luxury Edition Wagon. Everything you want a wagon for ... roominess, toughness, dependability, quality. And then some Because this Wagon takes on an elegance like no Corona Wagon before it. With a lengthy list of standard luxuries and comforts for an easy, restful ride. And distinctive new lines and styling for an impressive arrival. Luxury wheel covers come standard on this Wagon. As do wide body-side protective moldings on Wagons ordered without optional side paneling.

The Wagon's a beauty, And, indeed, a boost to the family ego. How does it perform? Like the beauty it is, of course. Because it's standardequipped with features like a 2.2 liter engine. A fully transistorized ignition system gets you off to a good start. MacPherson strut front suspension smooths out the bumps along the way. Power-assisted front disc brakes make for easier stops. And steel-belted radial white sidewall tires hug the road for sure-footed handling.

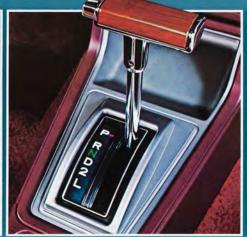
The Luxury Edition Wagon. What more could you ask for? Maybe more than you imagined ... turn the page and take a look.



hown with optional roof rack and simulated woodgrain side pane







Wide open. That's the feeling of the Corona 5-Door Luxury Edition Wagon. So wide open, in fact, it's easy to forget Corona's economy. Because every inch is carefully engineered to make maximum use of space, for a 'big' ride. Flip down the rear seat, lift up the taligate. And there you have it ... over 63 cubic feet of carpeted cargo area ready for packing in just about anything your lifestyle dictates. Whatever the load, the Wagon can take it. Year after year. Because like every Toyota. it's built tough

And, like every Toyota, the Wagon's designed to give you a ride that's comfortable. And comforting, With standard features like a 'door-ajar' warning system steel-belted radial ply tires, welded unlitzed body construction. And, of course, a 5-speed overdrive transmission that's easy on the engine. A padded till steering, wheel. Elegant cloth upholstery. Tinted glass all around And much more. Even the added pleasure of optional power steering, 3-speed automatic transmission. AM/FM/MPX 4-speaker stereo radio or air conditioning. Or the appeal of optional simulated woodgrain side paneling. The Corona 5-Door Luxury Edition Wagon. For people who are going places, it's a beautiful way to get there.





Uniquely versatile, the new Corona Littback delivers both sportiness and utility. Easy-loading rear door can be opened by inside hatch release.

The Corona 5-Door Liftback. If ever there was a people-pleaser, this is it ... the newest addition to the Corona line. With four easy-loading doors for your family. and one more for all the fun you can pack in. Like the Sedan and the Wagon, Corona Liftback gives you two models to choose from: Deluxe or Luxury Edition. Both functional and sporty, with reclining front bucket seats and fold-down split rear seat that gives you extra cargo space with one half folded down...and still handles three adults. Plus, a handy fold-out "trunk maker" that converts the area behind the back seats into a covered compartment. Every Corona Liftback comes standard-equipped with comfort and performance features like a 2.2 liter engine and 5-speed overdrive transmission for powerful economy. Power-assisted front disc brakes. steel-belted radial ply tires, MacPherson strut front suspension. It's a long list. And longest of all on the Luxury Edition Liftback, refined with simulated woodgrain upholstery. Padded tilt steering wheel. Digital quartz clock with time and date readouts. And more.

The versatile Corona Liftback. All-new. All-exciting. And all-Toyota. To please a family for years to come.

CORONA 5-DOOR LUXURY EDITION LIFTBACK

CORONA FEATURES

Assistant of a star on while inferred from Asis train their model and new Does copy lind occurring legit Sent Does process (News Hawk (1993) Lighter thus comparement 1. Sustain acurest paces with their and date (), work/ Entired (), 2, Conversion based to acure () paces in particular of the acure (). There are a 4 Strategie () workment () acurest () paces in particular of the acure () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest () acurest () acurest () acurest () acurest () acurest acurest () acurest acurest () acurest acurest () a

> TTF: Not all healighes are averaged on tel models. See tel street of consult or local Toyota dealer





CORONA OPTIONS

25. Prover cleaning - reduces steering offer for preserve intring comform 26. Smooth returns 3- scene and scenario resummers on 27. Owney cleaning appage rack for address versions privation criming 28. MoNM MPX.4 appears been cristo 25. Bencie or cleanist betring top one-him commersion frameing palacies 30. Air conditioning to face you cool and comfortable (Lasury Editors show).

EXTERIOR COLORS

White + Silver Metallic + Red Metallic + Copper Vessio + Crange Metallic + Beige + Vellow + Mine Green Metallic + Light Blue Metallic + Beick Metallic + Lught Plue Metallic + my)

See your local Toyota dealer for his pamples inter of curs Corona convenience and dress up toolstonal

CORONA SPECIFICATIONS

BODY:FRAME CONSTRUCTION Limited boly construction SUSPENSION FRAME (and other son and SUSPENSION REAR 4 limit coil or Studay and Limack, Land some on Wagon STEERING TYPE Francescherg base Collaborate shaft BRAKES Provensionalist (http://doc.org/and/inter-BRAKES Provensionalist (http://doc.org/a

HORSEPOWER (SAE NET) 90 hp # 4800 rpm

EXTERIOR DIMENSIONS Sedans Liftbacks Wagons (noches)

Wheeltase	99.4	99.4	99,4		
Overall length	175.0	175 0	1787		
Overall width	65.2	65.2	65.2		
Overall height	53.9	53.0	54.3		
Tread width (Front & Rear)	53.7	537	53.7		
CURB WEIGHT	2530	2565	2580		
INTERIOR DIMENSIONS					
Hiad room Front Hear	37.6	367 365	37.9 37.7		
Leg room Front Rear	40.7	40.7	40.7 95.2		
CAPACITIES					
Trunk or cargo area (ou.it.)	123	26 8 (reatr south down)	63 ! (tear seat clown)		
Fuel tank (gallons)	16.1	16.1	t.5.6		
TIRES					
Type	Simil behind raided ply whilewall				
Sizn	1755R14				

Specifications and equipment are based on available information a time of privating and are subject to change which the come which are pictured with optional equipment See feature chart for complete teachers.





YOUR TOYOTA DEALER

One of the best features of a Toyota is the dealer who goes with it. He's well equipped, of course, to answer any questions you might have about buying or leasing a new Toyota. He'll help you decide on the model and equipment that best suits your needs. A Toyota car or truck that's the right size for you or your family, styled the way you like it, and priced to fit your budget. That's his business. But he also knows that keeping you as a customer is what makes his business grow. You're his biggest incentive...so he'll treat you fairly and he'll do his best to see that every aspect of his dealership keeps you satisfied, from sales people to Parts Department. True, he wants to watch you drive away smiling in your new Toyota. But he also wants to watch Automotive Service Excellence (NIASE). They know Toyotas like nobody else. And they're your assurance that your Toyota is getting the best care possible. **QUALITY PARTS**

Availability of parts is one of the things your Toyota dealer is proudest of. His Parts Department is stocked with most anything your Toyota car or truck might need. But if for some reason he doesn't have a particular part, he'll get it fast ... from one of our many regional parts centers across the U.S., and with the help of one of the most efficient, most sophisticated computerized systems in the industry. What's more, you'll know you're getting quality products. What else would you want to put in your Toyota?

you come back again. Still smiling. QUALITY SERVICE

Every car-even a Toyota-needs a little tender-lovingcare in the form of an occasional servicing. And almost everywhere you travel there's a Toyota service department nearby. Over 1,000 dealers across the country are ready to listen...and to help, with dependable, efficient service. If by chance you have a problem, they can pinpoint the



THE QUALITY CHOICE

You may have a tough time deciding on the Toyota for you -your dealer offers you 30 different models from sporty cars and luxury sedans to rugged trucks and 4-wheel drive off-road vehicles. Plus you'll choose from a wide selection of colors and options. Once vou do decide. though, your dealer will see that that special Toyota-foryou is spanking

source to get you on the road again as quickly as possible. And your Toyota will be tended to by some of the best service technicians around ... many specially certified by the National Institute for clean and in tiptop operating condition before you even get to drive it home. Quality cars and trucks. Quality service. Quality parts. And a dealer who delivers them all with a smile. That's tradition at Toyota.