

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

TOYOTA

1979 TOYOTA CARS & TRUCKS



THE NEW-CAR BUYER'S GUIDE

Or, After You've Kicked the Tires... What Then? True, the old tire-kick trick helps a prospective new-car buyer vent some of his apprehension. But, as you may well know, there's a lot more to new-car buying than meets the foot. It's a big decision. And to help you make your decision easier, we've put together a list of important questions you should ask yourself before you settle on any new car or truck. The answers, of course, tell you about Toyotas. But then, we feel pretty sure that once you make your own comparison, a Toyota will be your only answer.

Does the manufacturer have a good reputation? Word gets around when a car or truck is exceptional. Now, can you hear what people are saying about Toyotas? Enough to make them the best-selling import in the country for the last 3 years and enough to make the Toyota Corolla the best-selling car model in the world.† Even the experts said it... Celica was chosen Motor Trend Magazine's Import Car of the Year for both 1976 and 1978. And if you want the story first hand, ask someone who owns a Toyota... his will be the most convincing words of all.

Is the product built to hold up? As with any quality product, durability comes from superb craftsmanship and engineering. And from the inside out, Toyota vehicles are built upon a tradition of soundness and dependability. Meticulous detailing and quality materials throughout meet the demands your Toyota will have to stand up to. Through many miles. And many years.

How well-equipped is it? The sticker in the window tells a lot... and you'll find a lot of cars light on standard features and weighted down with extra-cost options. For an unwieldy price by the time you reach the bottom line. Not so with Toyotas. They come well-equipped right from the start, with a sensible Toyota price-tag and a lengthy list of standard features* that don't cost extra. Feature for feature, we think you'll find a Toyota one of the best values on the road today.

*Specifications and equipment are based on available information at time of printing, and are subject to change without notice. Some vehicles are pictured with optional equipment.



What about economy? These days EPA figures can have a big influence on your decision. And you're probably already aware of Toyota's reputation for building fuel-efficient** cars and trucks. But Toyota is 'total economy' designed for longer intervals between servicing. With replacement parts that won't cost an arm and a leg. A price that includes the features you want without paying extra. And dependability that means better resale value in the long run.

Who'll be there if you need parts and service? When you drive a Toyota you're never likely to be far from a Toyota dealership—over 1000 dependable dealers across the

country are ready if you need them with specially trained, skilled technicians and quality Toyota replacement parts. Good reasons Toyotas are the choice of so many people today.

Which one for you? Whether you need a luxury sedan, a versatile liftback, a roomy wagon, a rugged truck or 4-wheel drive vehicle, there's a Toyota built for you. This brochure gives you an idea of our wide choice of Toyotas. Additional information is available from your Toyota dealer.

Corolla. Ten models. The lowest-priced, highest EPA rated Toyota** And the best-selling car model in the world.†

Corona. Six models. Exciting, totally new design for 1979. Luxury for a family on a budget.

Celica. Four models. Winning sportiness and styling. The car of the 1980s, here today.

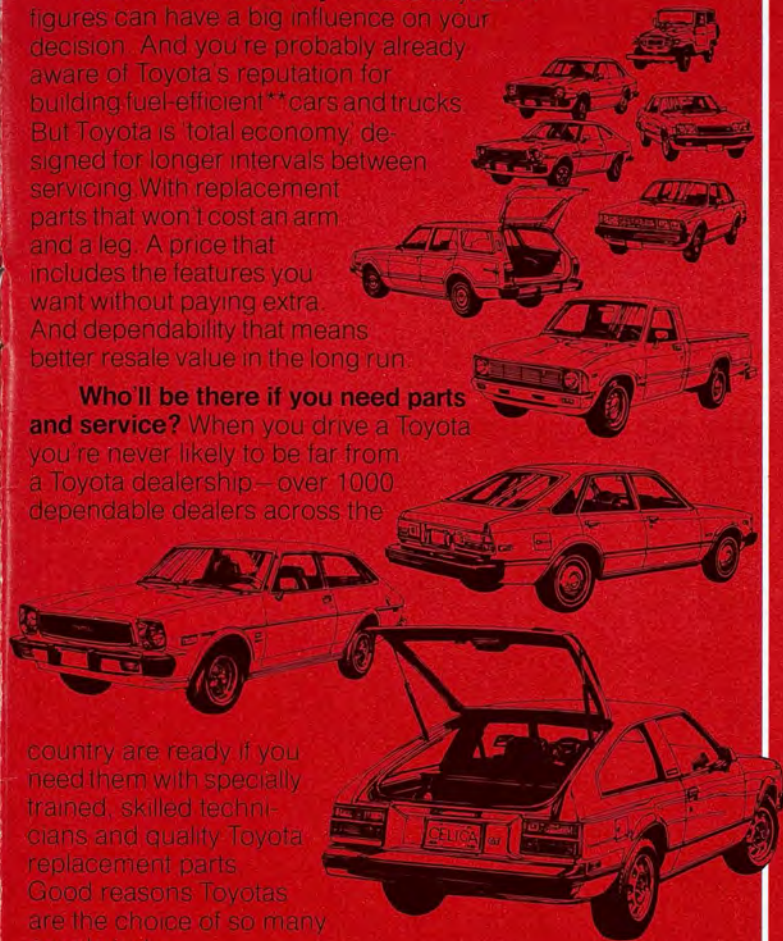
Cressida. Three models. European luxury and styling. The most elegant, best equipped Toyota ever built.

Trucks. Twelve models. All new for '79. Tough, fun-loving haulers that deliver smooth, car-like comfort.

Land Cruiser. Two models. For 4-wheeling enthusiasts, two of the toughest off-road vehicles ever built.

**See your Toyota dealer for EPA mileage figures.

†Based on latest available worldwide production figures.



CELICA

Four racy models! The powerful pleasure of the luxurious, all-new Celica Supra (Not shown). The sleek GT Liftback, GT Sport Coupe. Or ST Sport Coupe. Artfully sculpted into a clean, aerodynamic body design that makes quick work of the wind. They're finely tuned machines, built for getting down to the business of driving. And loving it! Both Supra's



spirited, electronic fuel-injected six-cylinder power-plant and the zesty four-cylinder engine in the GT and ST models are as suited to the thrill of the open road as they are to the tempo of a city street. Steel-belted radials and 5-speed overdrive transmission help keep performance on the economical* side. A fully instrumented panel monitors every move. Luxury any high-rolling sports car driver would envy. If you could get him to admit it



*See your Toyota dealer for EPA mileage figures.

Shown with optional Rear Window Shadow Kit.



Celica GT Liftback



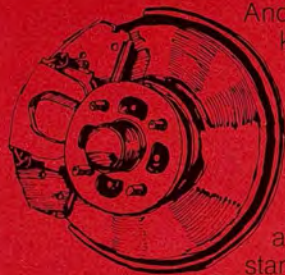
Celica GT Sport Coupe

Shown with optional Aluminum Alloy Wheels.



Celica ST Sport Coupe

COROLLA

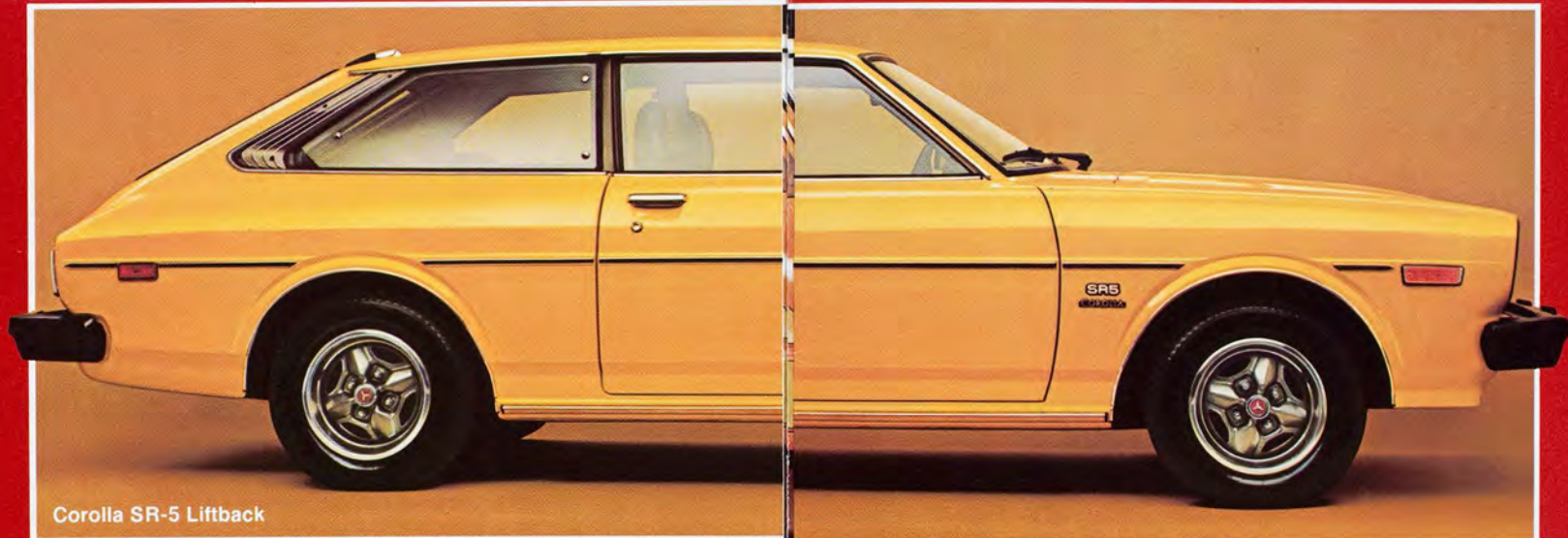


And now... the tough little car that knocked the world off its feet. Corolla. The best-selling car model on earth.* What's it got the others haven't? Toyota's lowest price, highest EPA ratings,** with proven resale value, Toyota quality and craftsmanship. And an irresistible list of no-extra-cost standard features. Like a zippy, thrifty engine, power-assisted front disc brakes. A tran-

sistorized ignition system for more reliable starting and less maintenance. A solid, unitized body, welded instead of bolted, to help eliminate squeaks and rattles. MacPherson strut front suspension for surer handling. Styled steel wheels. Inside hood release. Corolla gives you all this, and more.

From the top-of-the-line, sporty SR-5 Liftback to the down-to-earth 2-door Sedan, Corolla is engineered to take the years in stride and make the most of a dollar. And for all its economy, practicality and durability, it looks good too. In fact, as you can see, Corolla is a beauty.

*Based on latest available worldwide production figures.
**See your Toyota dealer for EPA mileage figures.



Corolla SR-5 Liftback



Corolla SR-5 Liftback



Corolla Deluxe Liftback



Corolla SR-5 Sport Coupe



Corolla Deluxe Sport Coupe



Corolla 4-Door Deluxe Sedan



Corolla 2-Door Deluxe Sedan



Corolla 4-Door Custom Sedan



Corolla 2-Door Custom Sedan



Corolla 2-Door Sedan



Shown with optional Roof Rack and simulated Woodgrain Paneling

Corolla 5-Door Wagon

TOYOTA QUALITY



Every Toyota gets the white glove treatment. And that's not just a figure of speech. It's a reality—production workers wear white gloves to keep everything they touch spotless and scratch-free. It's a rare practice in the automotive world. And it says a lot about Toyotas and the people who build them.

For example, any production worker can stop the assembly line with the push of a button if he detects something wrong. And workers care enough to do it.

All employees are encouraged to make suggestions to improve their product. They are rewarded through incentive programs. In short, they are appreciated because they care. And it shows in every Toyota. In the seemingly most insignificant details. Like weather-stripping. It's not hastily machine-stamped into place but applied neatly



and carefully by hand. Body panels are aligned straight and even. Wires are coded, arranged and held firmly in place. The paint is smooth and ripple-free, of course. But more importantly, every Toyota body is completely submerged in rust-inhibiting primer to reach every square millimeter of metal—under the hood, under the trunk, up under the fenders. Because at

Toyota, paint does more than just look pretty. It protects. These are just a few of the ways Toyota takes extra care and attention and turns them into one solid, dependable, quality car or truck.



TOYOTA ENGINEERING

No matter what enticements a car might offer, if it's not soundly engineered, the car's no bargain. At Toyota, engineering takes top priority. Extra thought in concept, extra care on the drawing board, and testing on the track assure you that behind every Toyota is a solid effort to create the most carefree car on the road. Below are some of a long list of features built into most Toyota models. Some you'll notice, some you won't. But they help make your Toyota a better value mile after mile, year after year.

Unitized body construction.* Toyota car bodies are welded together into one solid unit instead of bolted. The result: a "unitized" structure designed to give a quieter ride.



ELR seat belts. Energy Locking Retractor front seat belts, standard on every Toyota, allow movement when you want it. But a jump on the brakes—and they instantly lock in place to prevent forward thrust of the passengers.

Collapsible steering column.* Steering wheel and column of all Toyota cars are designed to collapse on impact.

Steel-belted radials. Standard on most models, for better road control.

Power-assisted front disc brakes. More responsive braking power that proves itself in tight places. In water, for example, "recovery" rate is higher than drum-type brakes.



Oil pressure sensing device. A unique feature, available on some models, that stops the engine before the oil can get low enough to cause expensive damage.

MacPherson strut front suspension.* Lightweight design allows the car's wheels to follow the road surface more readily.

Reinforced side-guard door beams.* Tough steel reinforcements are built into the door of every Toyota car.

Dual braking system. Two separate brake lines, one providing a back-up system for the other.

Check your Toyota dealer for specifications and equipment for each vehicle.

*Except trucks and Land Cruiser.

CORONA



You thought Corona looked good before. Well, take a look at it now. Outside, Corona's been totally redesigned, with a fresh, distinctive new look for 1979. And beautified inside with luxuries and conveniences rarely found in a car so budget-minded. Six exciting Coronas to suit the family person, the business person or the person-about-town. 4-Door Deluxe and

Luxury Edition Sedans, 5-Door Deluxe and Luxury Edition Wagons. And the all-new, all-versatile Corona 5-Door Deluxe and Luxury Edition Liftbacks. You'll like what we've changed about Corona. And what we haven't. Like the quality craftsmanship, engineering and performance Toyotas have always been famous for. The built-in toughness for years of solid driving pleasure. And lengthy lists of no-extra-cost standard features. For people who are going places, Corona is a beautiful way to get there.



Corona 5-Door Luxury Edition Liftback



Corona 5-Door Luxury Edition Wagon

Shown with optional AM/FM/MPX stereo radio, and woodgrain trim.



Corona 4-Door Luxury Edition Sedan



Corona 5-Door Luxury Edition Liftback



Corona 4-Door Deluxe Sedan

TOYOTA DEPENDABILITY

Few events test a car's dependability and stamina like the world-renowned Ontario Winter Rally — 1200 kilometers of some of the iciest, most hostile roads in Canada. The tough cars finish. And the toughest one wins... Toyota Celica in 1978* Number one out of 58 entrants from around the world.

We couldn't have been prouder, of course. But more than that, the victory taught us that a Toyota can meet the challenge we hoped it could. True, most automobiles will never encounter such extreme conditions. But it's this 'extra-ordinary' kind of durability and dependability we strive for in every Toyota. Because we feel that if we can build into a car a reliable drivetrain and the basic toughness to take the rigors of such an event, then everyday driving to a Toyota will be a piece of cake.

We know that even our own rigorous program of sophisticated technical development, exhaustive testing in the lab, and our painstaking manufacturing and assembly methods can't duplicate the knocks from a 'real world' proving ground like a Canadian winter rally. So we learn from such a grueling test.

And you benefit from it. With a Toyota that's built for endurance, you can see it in a Toyota's superb detailing. You can feel it in the smooth, easy ride. You can hear it in the purr of its engine. And when the years and the miles begin to add up on your Toyota, you'll appreciate more and more its built-in soundness... the extra care we took before your Toyota ever reached you.

A reputation for dependability such as ours isn't easy to earn. It takes years. And we've worked at it. But we feel strong enough about our cars and trucks to offer you this challenge: If you can find a better-built small car or truck than Toyota... buy it!



*All rally cars are specially prepared with suspension modifications, special tires and wheels, and other non-standard equipment.

CRESSIDA



The 1979 Cressida. The most luxurious, best-equipped Toyota ever built. And if you think its elegant European styling looks good, wait till you see how easy Cressida is to own. Cressida is a world of plushness and comfort and quality. So settle into a feather-soft interior and a driver's seat that's like your favorite easy chair. Meticulously detailed instrumentation gives you everything... at just the glance of an eye or the lift of a finger. Cressida's

MacPherson strut front suspension assures easy handling. And the ride? Smooth, easy, dependable. Cressida is Toyota engineering at its artful best. A 4-speed overdrive automatic transmission and 2.6 liter 6-cylinder engine respond with economy and performance all in one. Power steering. Power-assisted front disc brakes. Air conditioning. AM/FM/MPX stereo radio. Tilt steering wheel. Steel-belted radials. The extras go on... at no extra cost. See them. Experience them. And finally, take time to peek in the vanity mirror. Now we ask you... have you ever looked richer? Or wiser?

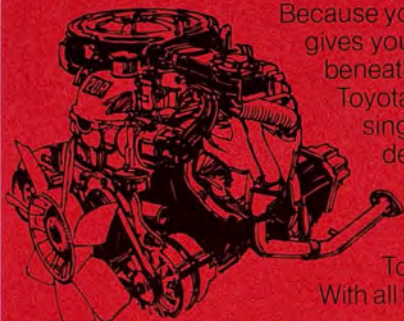


Cressida 4-Door Deluxe Sedan



Cressida 5-Door Deluxe Wagon

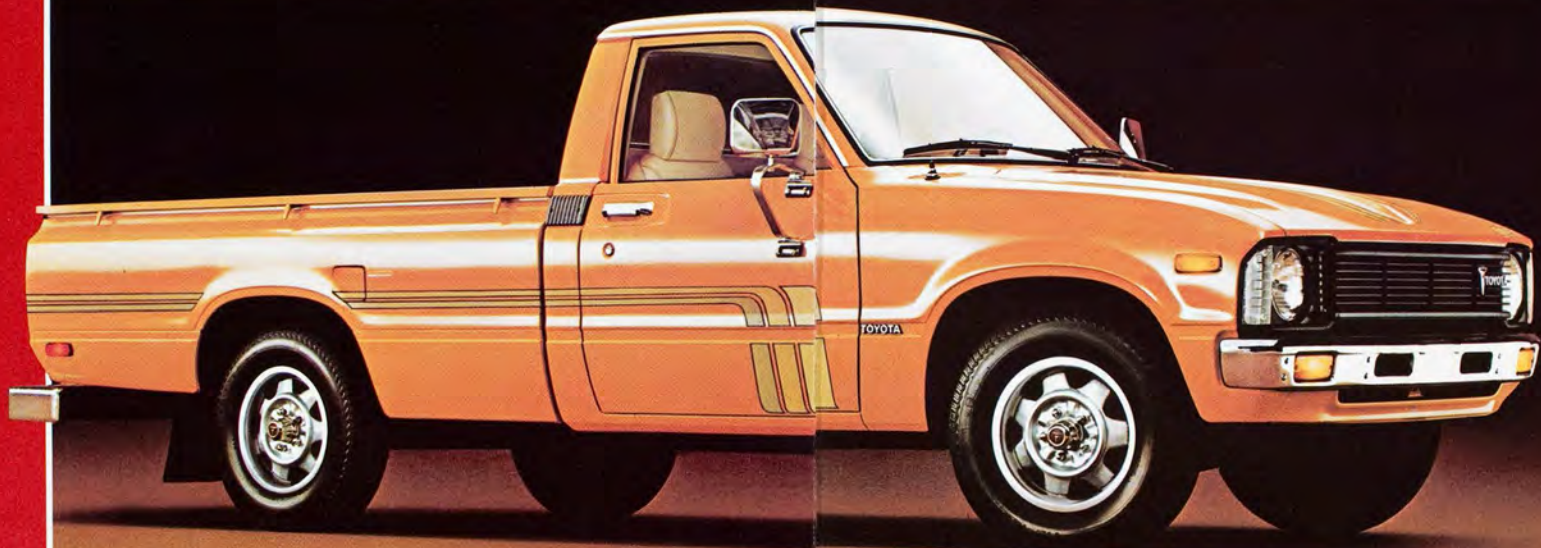
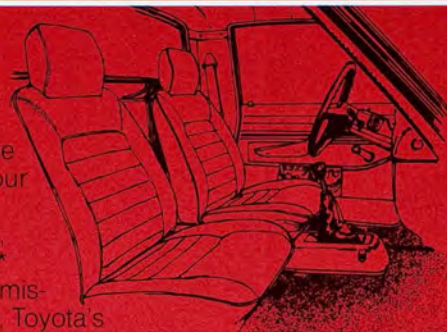
TRUCKS



Because you buy a truck to haul, Toyota gives you the pickup to do it... for beneath the sporty exterior of every Toyota truck lies a rugged 2.2 liter single overhead cam engine that delivers 122 foot-pounds of torque at 2400 rpm. Power for a payload of up to 1100 pounds in half-ton models. Toyotas are powerful fun, too. With all the comfort and convenience

you'd ask of a car. And a long list of standard features including a super-smooth torsion bar front suspension ride... new this year. Take your pick of 6-foot Standard Beds, 7-foot Long Beds, SR-5's with economical* 5-speed overdrive transmission. Also new for 1979, Toyota's exciting 4-Wheel Drive trucks, heavy-hauling 3/4-ton pickups, and the versatile Toyota cab/chassis for custom body installations (these models not shown).

*See your Toyota dealer for EPA mileage figures.



SR-5 Long Bed Sport Truck

Shown with optional Toyota Western-style mirrors and rear step bumper.



SR-5 Long Bed Sport Truck



SR-5 Sport Truck

Shown with optional Toyota Western-style mirrors, CB antenna, rear step bumper and custom camper shell modification. (Similar shells available at many Toyota dealers.)



Long Bed Deluxe



Long Bed



Standard Bed

TOYOTA PERFORMANCE

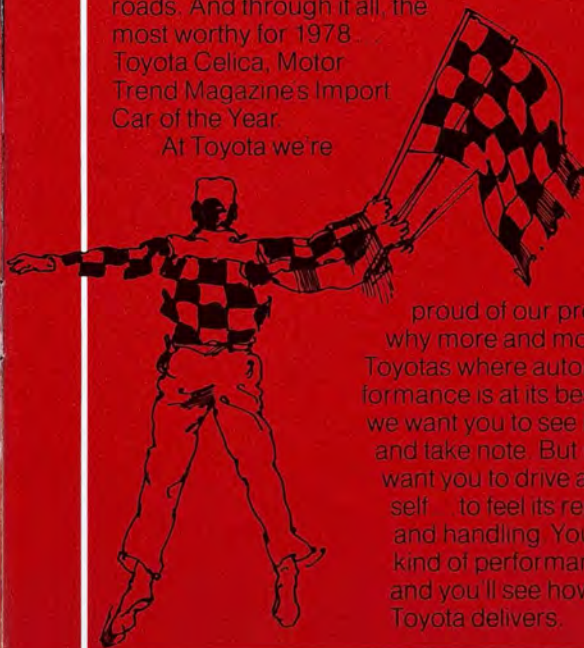
When it comes to performance, Toyotas run in the best circles. And when you've got a winner, you show it off.

Toyotas catch the eyes of new car buyers as well as enthusiasts and racing fans.

You'll find specially-prepared, high-performance Toyotas pacing two International Grand Prix championship events in the United States; the prestigious Toyota Grand Prix of the United States at Watkins Glen, New York, and the famed Long Beach Grand Prix in California. Leading the way for incredibly powerful Formula One racers is a credit to any creator of fine automobiles. And a point of pride for the owner of a Toyota.

And what's it take to earn the respect of an enthusiasts' magazine like Motor Trend? A car like Toyota Celica. Celica was subjected to tests of acceleration, braking, handling, fuel economy and ride. Every type of driving... from highways to mountain roads. And through it all, the most worthy for 1978. Toyota Celica, Motor Trend Magazine's Import Car of the Year.

At Toyota we're



proud of our product. That's why more and more you'll see Toyotas where automotive performance is at its best. Because we want you to see it, to stand up and take note. But most of all we want you to drive a Toyota yourself... to feel its responsiveness and handling. You know what kind of performance you want... and you'll see how well a Toyota delivers.

LAND CRUISER



Here's the machine that's legend among 4-wheel drive enthusiasts. Land Cruiser's steel bulkheads are welded, riveted and bolted together into one rigid body. Its 6-cylinder engine is specially built to face the elements head-on. There's a hefty list of standard equipment like 4-speed all-synchro transmission, tough 2-speed transfer case, power-assisted front disc brakes. And more. Land Cruiser. Hardtop or Wagon. Two of the toughest off-road vehicles ever built.



Shown with optional mud and snow tires, and winch.

Land Cruiser Hardtop



Shown with optional mud and snow tires

Land Cruiser Wagon

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. And he'll help you decide on the model and equipment that suits you best. 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.

Quality Service. Every car—even a Toyota—needs a little tender-loving-care 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 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 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.

The quality choice. You may have a tough time deciding on the Toyota for you—your dealer offers you 37 different models, plus you'll choose from a wide selection of colors and options. Once you do decide, though, your dealer will see that that special Toyota-for-you is spanking clean and in tip-top operating condition before you even get to drive it home. Quality vehicles. Quality service. Quality parts. And a dealer who delivers them all with a smile. That's tradition at Toyota.

