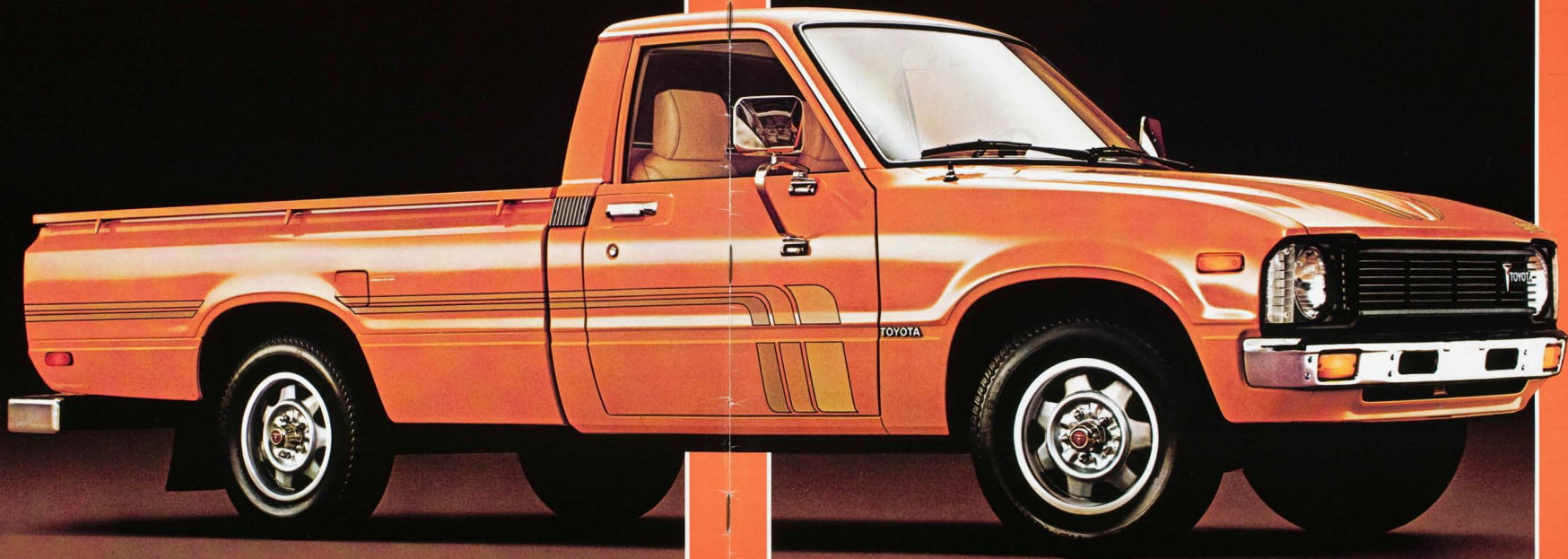


HALF-TON TRUCKS · CELICA · COROLLA · CORONA · CRESSIDA · LAND CRUISER

1979 TOYOTA TRUCKS



TOYOTA

Shown with optional Western-style mirrors and step bumper.



The Toyota SR-5 Long Bed Sport Truck. This newly-sculptured Toyota truck is all new outside, all "you" inside. From gleaming new grille to rakish fender flares and styled steel wheels, from its softer, smoother ride to its 7-foot cargo bed, this all-new Toyota half-tonner gives you the hard-working truck features you need, and the car-like luxury features you want—at no extra cost.

Use the SR-5 Long Bed Sport Truck as a versatile pickup, or use it as a sporty, personal-size car; either way, you've got a winner. There's a hefty 1,400 lb.* payload edge to work with, and no telling what all you can fit into that 7-foot bed. Then, when it's time for fun, slide into that new cab with its full headlining, wall-to-wall plush pile carpeting, and Hi-back buckets. Sit back and enjoy the rich sound of the standard AM/FM radio. Toyota even includes (at no extra cost, of course) power-assisted Flo-thru ventilation, plus urethane padding on the sport steering wheel and shift knob. A nice touch.

Under that stylish hood lies a 2.2 liter SOHC engine with enough load-moving torque to handle the toughest jobs. There's a 5-speed overdrive transmission to help hold down fuel consumption and lessen engine wear. Up front, fade-resistant, power-assisted disc brakes; at the rear, husky drums, with a new G-sensing proportioning valve to help control light load rear brake lock-up.

*Including occupants cargo and equipment.



SR-5 LONG BED SPORT TRUCK



SR-5 SPORT TRUCK

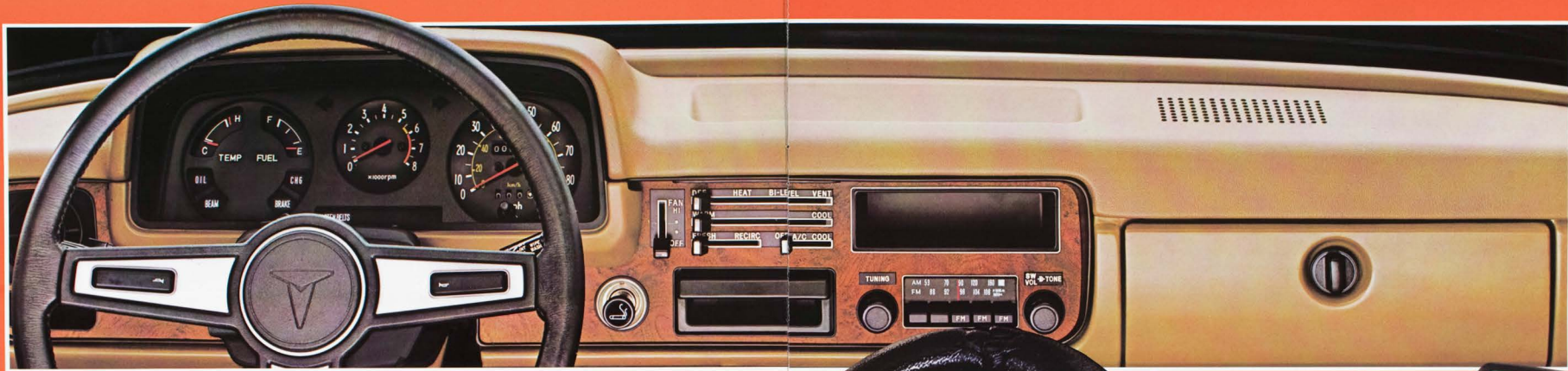


The Toyota SR-5 Sport Truck. This heavy hauler gives you the same tough truck features, years-ahead styling and luxuries as its Long Bed kin, but in a more compact, easy-to-handle package. For 1979, Toyota's SR-5 Soft Ride rear suspension delivers a smooth, comfortable car-like ride. At the same time, the Sport Truck's six-foot bed is strong enough to take on a weekend camper shell. Its 5-speed overdrive transmission and torsion bar front suspension offer a sporty-car feeling, while the standard steel-belted radial tires and power-assisted front disc brakes produce sure-footed, fade-fighting slowing.

Meanwhile, up front, there's a sports car cockpit masquerading as a pickup cab. The all-new upgraded interior—standard on all SR-5 Sport Trucks for 1979—includes Hi-back bucket seats with knitted vinyl inserts, full console with storage tray, and plush wall-to-wall carpeting. Full door panel trim includes carpeted lower section and storage pocket. The padded sport steering wheel and shift knob are extra touches that don't cost extra.

Also standard: the tachometer, resettable trip meter and intermittent windshield wiper control. An AM/FM sound system serves up beautiful music, while power-assisted Flo-thru ventilation delivers a breath of fresh air. All these niceties and more, plus fresh styling and Toyota toughness. That's the SR-5 Sport Truck for 1979.

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

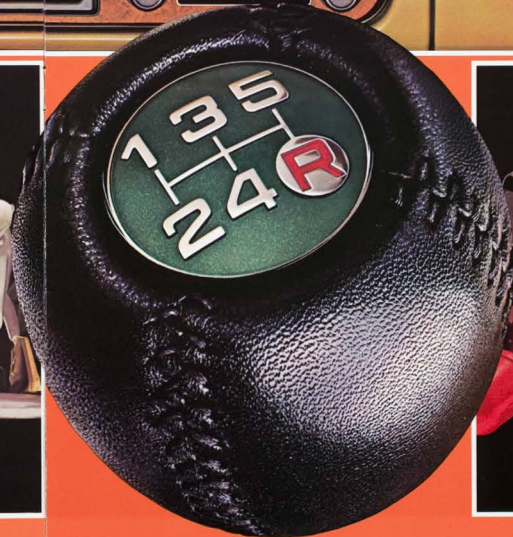
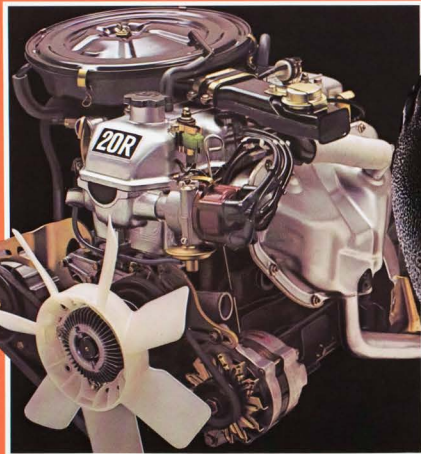


There's more to this pickup than just tough truck features; there's an array of comfort, convenience, styling and driveability features that are built into all 1979 Toyota SR-5 pickup trucks.

It starts with the sweep of a handsome simulated woodgrain dashboard with easy-to-read instrumentation and glare-reducing padded top. That AM/FM radio is a nice extra; what makes it even nicer is that it's standard equipment. Both the sport steering wheel and the 5-speed shift knob are padded to enhance the sporty look and feel of the SR-5 interior.

Under the hood lives a classic 2.2 liter single overhead cam engine for big-truck pulling power. It's mated to an easy shifting 5-speed transmission that combines the versatility of load-matching low-end ratios with the fuel-stretching benefits of an overdrive top gear. A typical Toyota no-extra-cost extra is the fully transistorized ignition system that ends points or condenser replacements. Among the options we knew you'd want: those big, bold Western-style outside rear view mirrors.

Put 'em all together, add such standard equipment as a tachometer, full tinted glass, power-assisted front discs, steel-belted radials, and important features like torsion-bar front suspension and Soft Ride rear suspension, and you've got that king-of-the-road feeling without paying a king's ransom.





The Toyota Long Bed Deluxe. One glance at that new Long Bed at the right tells you that here's a truck with the flair that says 1979. Still and all, underneath it's what you'd expect from Toyota: tough.

Some big things make the Toyota Standard Deluxe or Long Bed Deluxe your kind of truck. Things like the Toyota Long Bed's 7-foot cargo bed. And a high-torque 2.2 liter single overhead cam engine that gets going when the going gets tough. There's newly-designed torsion bar front suspension for a smoother ride. And power-assisted front disc brakes. They're all standard in both Long Bed Deluxe and Standard Bed Deluxe trucks for 1979.

But don't forget the little things that make your Toyota truck easier to live with. Like a fully transistorized ignition system that puts an end to points and condenser replacements. A self-priming electric fuel pump. Cargo tie-down hooks. A zinc-coated muffler that sounds the way you like it. Also at no extra cost: a sporty, fuel-saving 5-speed gearbox; or you can order the optional 3-speed automatic* for greater convenience. And if you like a little music to fill your workaday world, there's an optional AM/FM radio. But if you're looking for an asterisk to explain the costly-looking white sidewall tires shown in the photographs, you won't find it. They're standard on our new Long Bed and Standard Bed Deluxe half-ton pickups for 1979. After all, who says a pickup truck has to look stodgy?

*Shown above with optional plush pile carpeting



DELUXE MODELS



LONG BED/STANDARD BED



The Toyota Long Bed or Standard Bed. They look all-new, because they are; head-turning styling changes make these tough Toyotas new as can be. And they run all-new, too, because of important things like new torsion bar front suspension. But some things we wouldn't change for the world. Things like Toyota toughness, and Toyota value.

That tough little kid shown above is our back-to-rugged-basics Standard Bed pickup. It packs virtually all the same solid mechanical advancements as our more dressed-up models: a spirited 2.2 liter single overhead cam engine, fully transistorized ignition, power-assisted front disc brakes, and rear drums with an anti-lock-up proportioning valve, electric fuel pump, self-adjusting clutch and more.

It has a full 6-foot-long bed, and can carry a whopping 1,100 lb. of cargo, plus passengers.

The Standard Bed Toyota pickup is the most agile and most economical of our lineup of trucks for 1979. It's easy to drive, and easy to own.

Its big brother, the Long Bed shown at left, is just as strong, and offers the same feature-for-feature value. But our Long Bed stretches your load-carrying ability with a 7-foot bed that accommodates the tools of your trade or all the things that add up to fun.

If versatility is what you're looking for, plus a full lineup of no-extra-cost extras, look over the affordable 1979 Toyota Standard Bed and Long Bed pickups. They've got what it takes to make Toyota half-ton trucks a better buy.



LONG BED/STANDARD BED



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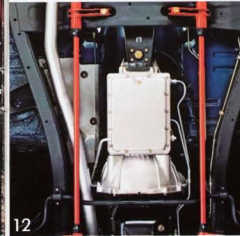
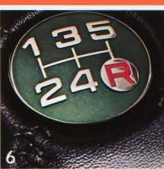
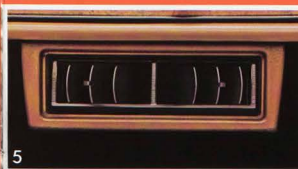
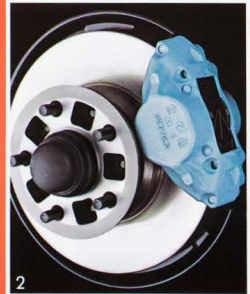
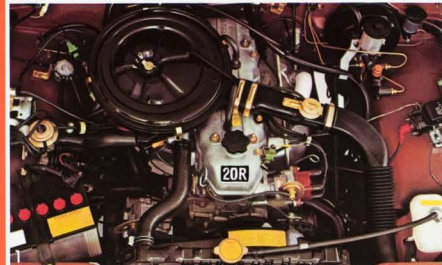
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TRUCK FEATURES

	SR-5 Long Bed Sport Truck	Long Bed Deluxe	Long Bed	Standard Bed
S-Standard				
O-Optional				
-Not Available				
7-Foot Bed	S	S	S	-
6-Foot Bed	-	S	S	S
2.2 Liter Single Overhead Cam Engine	S	S	S	S
5-Speed Overdrive Transmission	S	S	S	-
4-Speed Synchromesh Manual Transmission	-	-	-	S
3-Speed Automatic Transmission	-	O	O	-
Torsion Bar Front Suspension	S	S	S	S
Soft Ride Rear Suspension	S	S	-	-
Fully Transistorized Ignition System	S	S	S	S
Electric Fuel Pump	S	S	S	S
Power-assisted Front Disc, Rear Drum Brakes	S	S	S	S
Steel Belted Radial Ply Tires	S	S	-	-
White Sidewall Tires	-	-	S	S
Stylish Steel Wheels with Trim Rings	S	S	-	-
Chrome Hub Caps	-	-	S	S
Zinc-coated Muffler	S	S	S	S
Radiator with Reserve Tank	S	S	S	S
Fuel Filler Door	S	S	S	S
Cargo Tie-down Hooks	S	S	S	S
Chrome Front Bumper	S	S	S	-
Intermittent Wiper	S	S	-	-
Simulated Woodgrain Dash Panel	S	S	-	-
Tachometer	S	S	-	-
Tripmeter	S	S	-	-
Body Side and Hood Tape Striping	S	S	-	-
Chrome Windshield and Drip Moldings	S	S	S	S
Tinted Glass	S	S	-	-
Hi-back Bucket Seats	S	S	-	-
Bench Seat	-	-	S	S
Tilt-forward Seat Back	-	-	S	S
Vinyl Interior	S	S	S	S
Wall-to-wall Carpeting	S	S	O	O
Full Door Trim	S	S	-	-
Full Console w/Storage Tray	S	S	-	-
AM/FM Pushbutton Radio	S	S	O	O
Power Boosted Flo-Thru Ventilation	S	S	S	S
Cigarette Lighter	S	S	S	-
Ash Tray	S	S	S	S
Door-operated Courtesy Light	S	S	S	S
Passenger Assist Grip	S	S	S	-
Inside Hood Release	S	S	S	S

1. Husky 2.2 liter Single Overhead Cam Engine
2. Power-assisted Front Disc Brakes
3. Fully Transistorized Ignition System
4. Self-priming Electric Fuel Pump
5. Power-boosted Flo-thru ventilation
6. 5-speed Overdrive Transmission
7. AM/FM Pushbutton Radio
8. Plush Wall-to-Wall Carpeting
9. Tilt-forward Seat Back
10. Styled Steel Wheels with Trim Rings
11. Hi-back Bucket Seats
12. Torsion Bar Front Suspension
13. Steel-belted Radial Tires

Not all features standard on all models. See list at left or consult your Toyota dealer.



TRUCK OPTIONS

14. Air conditioning integrated right into the dash
15. Automatic Transmission—A rugged, smooth-shifting 3-speed
16. Side View Mirrors—Twin, Western-style mirrors provide added visibility and convenience, especially when driving with a fully-loaded bed
17. 8-track tape player
18. Chrome Step-up Bumpers—Made of heavy-gauge steel for easy step-up loading

Additional Options and Accessories—Door edge guards • Floor mats • Cassette player • Rocker panel stripes • Electric winch. See your local Toyota dealer for his complete line of Toyota Truck accessories.



STANDARD SAFETY EQUIPMENT
 Fire-retardant interior trim • 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.

TRUCK SPECIFICATIONS

CAB CONSTRUCTION

SUSPENSION FRONT Torsion bar with stabilizer bar and double acting shock absorbers

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 2189cc

HORSEPOWER (SAE NET) 49 STATES 95 hp @ 4800 rpm

HORSEPOWER (SAE NET) CALIFORNIA 90 hp @ 4800 rpm

TORQUE (SAE NET) U.S. 122 ft. lbs. @ 2400 rpm

CAPACITY

	Std. Bed/ Std. Bed Dix.	Long Bed/ Long Bed Dix.	SR-5 Sport Truck	SR-5 Long Bed Sport Truck
Curb Weight (lbs.) 2355/2375		2415/2435	2405	2465
Gross Vehicle Weight (lbs.) 4100		4100/4100	4100	4100
Payload (lbs.)† 1400		1400/1400	1400	1400

†Including occupants, cargo and equipment.

EXTERIOR DIMENSIONS (inches)

Wheelbase 101.8	110.2	101.8	110.2
Track (front) 53.0 (rear) 53.1	53.0 53.1	53.0 53.1	53.0 53.1
Overall Length 169.5	184.6	169.5	184.6
Overall Width 63.4	63.4/63.4	63.4	63.4
Overall Height 58.9/58.9	58.9/58.9	58.1	58.1
Bed Length 72.2	87.4	72.2	87.4

INTERIOR DIMENSIONS (inches)

Head Room 38.0	38.0	38.0	38.0
Leg Room 40.4	40.4	40.4	40.4
Shoulder Room 54.1	54.1	54.1	54.1

Specifications and equipment are based on available information at time of printing and are subject to change without notice. Some vehicles are pictures with optional equipment. See feature chart for complete details.

DIMENSIONS: Standard Bed/Standard Bed Deluxe and SR-5 Sport Truck



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



YOUR TOYOTA DEALER

One of the best features of a Toyota truck 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 pickup for work or for play. He'll help with information on truck maintenance to reduce downtime. 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 truck—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, on-time

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 truck 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 pickup 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 six different

truck models for

1979—Standard and

Long Bed pickups,

Deluxe models, and

SR-5 Sport Trucks.

Whether you use

your Toyota for work

or play, or for both,

there's one for you.

Plus you'll choose

from a wide selection of colors and options. Once you do decide, though, your dealer will see that that special pickup-for-you is spanking clean and in tip-top operating condition before

you even get to drive it home. Quality trucks.

Quality service. Quality parts. And a dealer who

delivers them all with a smile. That's tradition

at Toyota.

