



all with a Toyota. The fact is, some of our highest mileage cars are the roomiest in their class.

On the other hand, if a soul-stirring, high performance machine is your style, you can expect such a Toyota to also come through with sensible economy, easy maintenance, and even an affordable sticker price.

There is no compromise in the engineering and production process. And it shows in every Toyota—in logical design, advanced technology, quality materials and craftsmanship.

And when it comes to comfort and convenience. Toyota has thought of everything to make your ride the most enjoyable it can be. A long list of standard features makes every Toyota so complete that most of the extras you want are included in one affordable sticker price.

All 1983 Toyotas feature a 2-year/24,000-mile limited powertrain warranty. See your Toyota dealer for complete details.

So whatever your needs in a new automobile—high performance road car, sports sedan, versatile lift-back, roomy wagon, 4-wheel drive, front-wheel drive, rugged truck or off-road vehicle—you'll find a superb lineup of cars and trucks from Toyota. And every one's a perfect choice.

STARLET. Easy-going, fun-for-the-road. Toyota's number one high mileage car with new Electronic Fuel Injection.

TERCEL. Front-wheel drive Liftbacks and 4WD Wagons with full time frontwheel drive and on-command 4-wheel drive combine high mileage and low price with roominess, comfort and performance.

COROLLA. Greatly improved gas mileage makes the economical, stylish, dependable Corolla an even better value for 1983.

CELICA Sporty styling, exceptional performance, unexpected economy in more models than ever.

SUPRA. It's got all the right stuff. The ultimate performance Toyota and one of the world's most exhilarating road machines.

arating road machines.
CRESSIDA. New Twin
Cam engine and independent rear suspension take
Cressida from the realm
of mere luxury into the
world of European sports
touring sedans. Also available in Wagon model.
TRUCK. A tough choice,

TRUCK. A tough choice, all built for economy: Sport, Deluxe or Standard 1/2 Tons. A 3/4 Ton. 4-wheel drives. Diesels, unfinished Camper and Commercial Cab/Chassis.

LAND CRUISER. 4drive with world renowed
reliability. A legend in offroading adventure.

See EPA mileage statement on inside back cover.





Toyota's highest-mileage car, Starlet is also built for easy upkeep and all-round, carefree driving.





The inside story on Starlet begins and ends with comfort and convenience.



For high MPG, all-round comfort, and pure driving fun, Starlet steals the show.

To begin with, Starlet is Toyota's fuel-stinglest car. A super-responsive 1.3 liter 4- der engine with new Electronic Fuel Injection meters gasoline drop by drop while Starlet's crisp aerodynamic design further boosts fuel efficiency.

Starlets high gasoline mileage doesn't mean you have to sacrifice comfort and performance, either. A long list of no-extra-cost standard features starts with rack-and-pinion steering, smooth-shifting 4-speed synchromesh transmission (or optional 5-speed overdrive) and MacPherson strut front suspension.

Inside are reclining front bucket seats, a bright new instrument panel, even a flip-down rear seatback. The expanded, wagon-like rear hatch and low liftover height make loading and unload-

ing exceptionally easy. Add to all that traditional Toyota quality and you'll find Starlet a brilliant value in the world of economy cars.

*See EPA mileage statement on inside back cover. Shown with optional equipment. See your Toyota dealer for details.

TOYOTA FOR 1983. CHOICES, CHOICES. PERFECT CHOICES.

Never before has the new-car buyer been faced with so many decisions, so many choices in a new car or truck. But then, we at Toyota feel that the decision has never been easier—or more exciting—because never before have Toyota cars and trucks offered so much and filled so

many driving demands.
As a result of years of designing and manufacturing quality cars and trucks and building on our knowledge of what car buyers demand in an automobile, we have fine-tuned every 1983 Toyota into a perfectly balanced combination of the features that are important in your new purchase

tant in your new purchase. In creating a high mileage car, for example, we know that you're not going to be happy with good MPG and nothing more. We also know how much better you'll feel when the car has built-in comfort, dependability and all around quality.

So when you choose a Toyota for high mileage, you won't have to sacrifice sporty good looks, performance or roominess. You get them





Front-wheel drive Liftback with 5-door convenience, 5-passenger roominess.



Economy never looked so good—now Toyota's lowest-priced cars have their highest mileage ever!



Tercel's spacious interior, the largest of any subcompact; greets you with exceptional comfort and convenience features.



Time was when low price and high mileage meant giving up roominess, comfort and performance. No more. Because now there's a new standard for economy cars-the all-purpose, allfun front-wheel drive Tercel

Liftbacks and versatile 4WD Wagons with full-time frontwheel drive and on-com-

mand 4-wheel drive. Just look at what this new standard means: The Tercel 3-Door Liftbacks— Toyota's lowest-priced* cars—have the highest miles-per-gallon rating** of any Tercel ever. And the 4WD Wagons have the highest MPG rating of any 4-wheel

drive in America. All that, and the fun just begins. The 1983 Tercels have the largest interiors of any subcompacts! Plus they deliver an impressive list of standard com and convenience feat

Your choice of front-wheel drive Tercels includes the sporty SR5 Liftback; 3-Door Deluxe Liftback; and the

most-affordable, lowestpriced Toyota, the Tercel 3-Door Liftback. There's even a spacious 5-Door Deluxe Liftback should you want the convenience of easier entry and exit for your rear entry and exit for your rear sassengers. All models are powered by a fuel-effi-cient 1.5 liter SOHC 4-cylin-der engine. Standard, too, are 5-speed transmission (4-speed on the 3-Door Lift-

back), rack-and-pinion steer-ing, 4-wheel independent suspension and power-assisted brakes with front discs. Sleek new aerodynamic design reduces drag and improves efficiency. And the front-wheel drive that pulls you through rain,

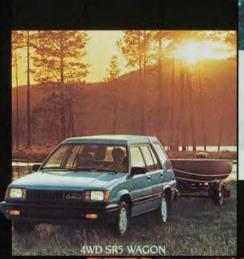
mud and snow also eliminates the need for a driveshaft tunnel for an extraroomy interior.

*Based on manufacturer's suggested retail price. Actual retail price

retail price. Actual retail price may vary.

"See EPA mileage statement on inside back cover.

'Subcompact car class as defined by EPA.
Shown with optional equipment. See your loyota dealer for details.









4WD DELUXE WAGON

All new to the Tercel line, the 4WD Wagons feature front-wheel drive with on-command four-wheel drive traction at the flick of a lever.



For wide-open spaces and economy, the Wagons provide the highest mileage of any 4-wheel drive and the largest interior of any small 4WD wagon.

Welcome to a world of get-away space—the excit-ing, all-new Tercel 4WD Wagons that give you four-wheel drive versatility, el-bow room and plenty of economy, too!

In almost any weather condition, road-hugging front-wheel drive traction will see you through. And for the really tough stuff, the Wagons give you oncommand four-wheel drive pulling power with just the flick of a lever. The Tercel

4WD Wagon's innovative 6-speed overdrive transmis-sion provides five forward speeds for normal driving (including gasoline-saving** overdrive) and a sixth extralow gear when you've selected four-wheel drive. The remarkable design break through eliminates the heavy, gas-wasting transfer case typical of most other four-wheel drive vehicles.

For those who thought 4-wheel drive meant gas-4-wheel drive meant gas-guzzling, here's the best part. Both 4WD Wagons— sporty SR5 or Deluxe mod-els—deliver the highest gas m ge of any 4-wheel drive ven.cles available. What's more, a large gas tank com-bined with high mileage, gives the Wagons more miles between fill-ups.

You'll also find that the smooth-riding 4WD Tercels have spacious, 5-passenger comfort, with contoured, raised seats; an easy-loading rear hatch; and are standard authorities. dard-equipped with a seem-ingly endless list of comfort. convenience and perform-

ance features...all to make Tercel get-aways the best get-aways of all.

*For rough-road use, installation of the optional Chassis Gravel Shields is recommended.
**See EPA mileage statement on inside back cover. Shown with optional equipment. See your Toyota dealer for details.



From Hardtop to Sedans, Corolla offers a wide choice of models to meet most any driving need.



SR5 SPORT COUPE



Through years of designing, testing and refining Corolla has consistently emerged as one of the best-selling car lines in the world.



SR5 INSTRUMENT PANEL

Sleek and sporty outside, stylish and comfortable inside, Corollas are designed for complete driving enjoyment.



Toyota Corollas are once again value-packed with all the great features that have consistently ranked them as one of the worlds most popular car lines. There's clean, crisp styling. Quality

engineering and design ideas for day-in, day-out economy and dependabil-ity. And, of course, that fa-

mous Toyota fit and finish. But get behind the wheel and you'll experience even more of what makes the new Corolla a better value than

ever. Thanks to this year's efficient new 1.6 liter SOHC engine, the already economical Corollas now get up to 20% better gas mileage. yet retain their exception-ally brisk, responsive power and acceleration. The also rack-and-pinion se

ing for improved handling. What's more, Corolla offers one of the choicest lineups ever-eight models

in all, including Hardtop, Sport Coupe, Liftbacks, Sedans, and even a Wagon.

The stunning top-of-the-line Hardtop features extra-SR5 touches like re-clining front bucket seats, tilt steering, and full instru-mentation. A fuel-saving 5-speed overdrive transmission is standard or you can

choose an optional 4-speed automatic overdrive transmission. For sportier-mind-ed Corolla fans there's the daring SR5 Sport Coupe that offers the exciting new Sports Handling Package, also available on the SR5

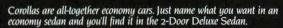
Hardtop. Or choose the convenience of the 4-Door Deluxe Sedan. Should you need an economy wagon, the roomy 5-Door Deluxe Wagon is just your size.

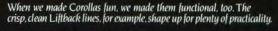
*See EPA mileage statement on inside back cover. Shown with optional equipment. See your Toyota dealer for details.











Inside, Corolla achieves a level of comfort and convenience you might not expect in such an affordable car.



Corolla value comes in many different models to fit

your lifestyle. For the wide-open mind-ed, the 1983 SR5 and Deluxe Liftbacks feature liftback versatility. If an economy sedan is more your style, you'll find just what you

need in the Corolla 2-Door Deluxe and 4-Door Deluxe Sedans, and the most affordable Corolla, of all, the

2-Door Sedan. As you'd expect from Toyota, these smartly designed Sedans and Liftbacks come extremely well equipped. For example, all are powered by a responsive 1.6 liter SOHC 4-cylinder engine for improved econ-omy.* The SR5 Liftback, 4-Door and 2-Door Deluxe Sedans feature an efficient, gas-saving 5-speed over-drive transmission. Also standard is rack-and-pinion steering, and even po assisted front disc branes They also feature other extras you wouldn't expect to find on cars so economical. Like fully reclining

front bucket seats, wall-towall carpeting, and plenty of spacious comfort. You can also choose an optional 3-speed automatic transmission.** air conditioning. power steering.

or those of you whose practicality demands our lowest-priced,† highest-mileage Corolla, the stan-dard 2-Door Sedan offers a surprisingly complete list of features including Corolla's economical new 1.6 liter engine and most Corolla extras—plus a smooth-shifting 4-speed synchromesh transmission.

Whichever Corolla suits you, you can rest assured

it'll come shining through with economy and a care-free, fun-filled ride.

*See EPA mileage statement on inside back cover. **Standard on Deluxe Liftback not available on SR5 Liftback. *Based on manufacturer's suggested retail price. Actual retail price

may vary. Shown with optional equipment. See your Toyota dealer for details.



All-new entries in the Celica line, GT-S models deliver exhilarating sporty-car performance.



For 1983, Celica excitement is offered in more models than ever before, in both Liftback and Sport Coupe styling.



GT-S LIFTBACK



Celica invites you into a driver's kind of cockpit, with ergonomic arrangement and design, full instrumentation and every driving convenience.



GT INTERIOR

//4/ ST AND GT SPORT COUPES

All the things that have made the Toyota Celica such an incomparable value performance, remarkable standard features, unexpected economy—are available in more models than

ever before. All new are two performance-styled GT-S models in Liftback and Sport Coupe styles. And, of course, there are the sleek GT Liftback, the classic GT Sport Coupe, and the most affordable Celica of all, the ST Sport Coupe.

The new GT-S models have features that echo their competition-inspired heritage: Sport Seats with an 8-way adjustable driver's seat, independent rear suspension, and sporty fender flares with 225/60HRI4 low-profile tires and 14"x7 minum alloy wheels.

At the heart of every sleek, sporty GT-S and GT model is the most powerful Celica engine ever—a 2.4 The new GT-S models

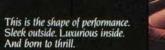
liter single overhead cam powerplant, now with Elec-tronic Fuel Injection, for even better performance and fuel economy.* 5-speed of rive transmission, rackare pinion steering power-assisted front disc brakes are all standard. And inside, just for the sports car enthusiast, are snug bucket

seats and complete instrumentation. This year there's also a bonanza of options that begins with 4-speed automatic overdrive trans-mission, available on most Celica models.

Feature for feature, dollar for dollar, you'll find there's no more sports-appeal than Toyota Celica for 1983.

*See EPA mileage statement on inside back cover Shown with optional equipment See your Toyota dealer for details.











The logical interfacing of man with machine reaches new heights in Supra. Nothing has been overlooked in the achievement of an ultra-performance environment.







Supra comes fully equipped with even more of the right stuff for 1983, resulting in one finely honed machine of breathtaking performance.

The magnificent 1983 Celica Supra takes to the road with the exhilarating performance and engi-neering refinements that have earned it a level of respect commanded by few performance machines.

Long, low, and powerfully sleek. Supras thorough-bred lines slip through the wind with little more than a whisper. Both models the performance-styled Supra and luxurious Supra L-Type—are powered by a race-bred 6-cylinder 2.8

literTwin Cam electronically fuel-injected engine. It delivers a responsive 150 horse-power at 5200 rpm, with 159 ft-lbs of torque at 4400 rpm. Both Supras sport a 5-speed overdrive transmission. And available this year is a new Electronically Co trolled 4-speed automatic overdrive transmission with lock-up torque converter the first transmission of its kind in the automotive

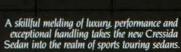
world—that adjusts the shift pattern to find the optimal balance between perform-ance and economy. By si y touching a button on the shift pattern selec-tor, the driver can choose which of the two operating modes he needs: "Power" or"Normal."

The Supra cockpit has every performance feature an enthusiast could ask for, including Sport Seats with anthropometrically designed 8-way adjustable drivers seat. Standard, too, on both 1983 Supras are rack-and-pinion steering

with variable power assist. 4-wheel power-assisted and ventilated disc brakes. and a virtually endless list of amenities: power door locks, power windows. Cruise Control. And more. Supra for 1983. It's the

Shown with optional equipment. See your Toyota dealer for details.

right stuff.





LUXURY SEDAN







LUXURY SEDAN OPTIONAL LEATHER INTERIOR

The Cressida interior is, in the truest sense of the word, sumptuous. For here is every imaginable luxury, including available glove-soft leather interior.



The Luxury Sedan's sculptured lines are as purposeful as they are handsome.

Elegant and luxurious as ever, the Toyota Cressida Luxury Sedan retains its stateliness for 1983. But get behind the wheel and you'll feel its stirring new person-ality—suddenly you're driv-ing one of the world's great road cars, with handling and roadability character-istics that rival the costliest European sports touring

Beneath the hood of this year's Cressida-Sedan or Wagon—lies a totally new powerplant: a 2.8 liter 6-cylinder electronically fuelinjected Twin Cam engine.

This year, the Sedan fea-tures a totally new indepen-dent rear suspension sys-tem for superb roadability. plus 4-wheel power-assist-ed, ventilated disc brakes.

The innovative Electronically Controlled 4-speed automatic overdrive mission with lock-up to-que converter is standard. This one-of-a-kind "thinking transmission" uses a computer to vary its gear-shift-

ing pattern to meet changing driving needs. A push-button shift pattern selector allows the driver to choose elther "Normal," "Economy," or "Power" driving modes. Cressida Sedan and

RESERVED FOR FAIR

Wason are rich in amenities: reclining front bucket seats, power windows, pow-er door locks, power steer-ing with tilt wheel, Cruise

Control, automatic temperature control air condition-ing, AM/FM/MPX stereo receiver with power antenna. Leather seat trim and power-operated sunroof are available options.

For the discriminating buyer seeking exceptional road performance and a luxurious motoring envi-ronment, Cressida is, quite simply, the obvious choice.

Shown with optional equipment. See your Toyota dealer for details.









Toyota's choice of two-wheel drive trucks is headed up by the show-stopping, whistle-worthy SR5 models.





From standard to extra-sporty SR5 interiors, everything inside a Toyota Truck is built tough to take the wear and tear across the miles.



SR5 SPORT CLOTH INTERIOR

If you're thinking tough truck, here's the toughest choice of all: the I4 hardworking, long-hauling, good-looking, quality-crafted 1983 Toyotas that help make up the best-selling line of trucks in the world.

For off-road travelers, Toyota's 4x4 SR5 Sport Trucks and 4x4 Deluxe Trucks are the stand-outs among small 4WD trucks. Both models come in a choice of 6-foot Standard Bed or 7-foot Long Bed, all wildernesswise and fully equipped for four-wheeling. A smooth 5-speed overdrive transmission is standard. A husky 2.4 liter 4-cylinder SOHC engine is found in all gasoline powered Toyota Trucks. The Toyota 4WDs del all the power you necoor passing traffic or blazing trails: 100 horsepower and 130 ft-lbs of torque. You'll also find features like high-

stepping ground clearance, mud and snow tires and even plenty of options like power steering, tilt steering wheel, air conditioning an ore.

h...o-wheel drive is your kind of truck, you've got a tough choice here, too. For turning heads and stopping crowds, SR5 Sport TrucksStandard Bed and Long Bed—earn their stripes every day. They're dressed up with sporty-car striping and trim, bucket seats with center console, full carpeting, even an AM/FM/MPX stereo receiver. And there's a standard 5-speed over-

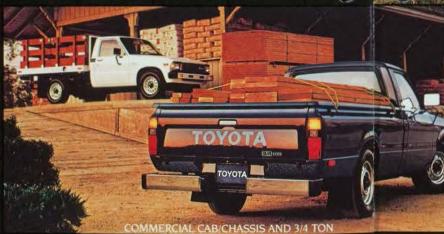
drive transmission or optional 4-speed automatic overdrive transmission on the SR5 Long Bed Sport Truck and the Long Bed Deluxe.

*96 in California. Shown with optional equipment. See your Toyota dealer for details.



Toyota Diesel engines are diesel-designed from the bottom up, not adapted from gasoline engines, for true diesel dependability and efficiency





LONG BED AND STANDARD BED

For your special needs, the 3/4 Ton Truck can haul a hefty payload and the Commercial Cab/Chassis will take on most any specialpurpose body.

For going easy on the budget and tough on the job. with plenty of comfort along the way the Long Bed Deluxe Truck won't be outdone. You'll find this working partner will pull its weight on the job-with a

hefty I400 lb. payload, a roomy cab, and a long list of standard features. Like all two-wheel drive Deluxe and Standard Trucks, the Long Bed Deluxe offers the convenience of a wide bench seat that is equipped with three sets of seat helts. with three sets of seat belts and easily accommodates three adults.

For no-nonsense economy the Standard Bed and Long Bed Trucks are all business. with a husky 2.4 liter 4-cyl-inder SOHC engine, the lowest price** of any Toyota Truck, and Toyota toughness through and through through and through

If you need even going at the pump? Jota brings you two fuel-efficient. rugged diesel trucks: the Long Bed Diesel Deluxe and the stylish SR5 Long

Bed Diesel Sport. Both are powered by a 2.2 liter diesel engine built from step one to be diesel-tough—not just a modified gasoline engine —to insure efficient and deble operation.

Trucks for special needs, too: A 3/4 Ton with heavyduty features carries 1800 lb. payloads* Unfinished

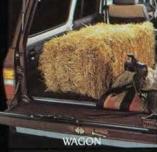
Camper and Commercial Cab/Chassis are ready for camper or custom bodies.

Whatever your job, what-ever your pleasure. Toyota's got a truck to go with it. And whatever your choice, you can be sure it's dependable,

efficient, and quality-built inside and out.

*Including occupants, equipment and cargo. **Based on manufacturer's suggested retail price. Actual retail price

may vary.
†See EPA mileage statement on inside back cover.
Shown with optional equipment. See your Toyota dealer for details.



The indomitable Land Cruiser takes to the off-road with every rugged feature and heavy-duty necessity for serious four-wheeling.





Land Cruiser Wagon offers a lengthy list of standard features, plus a variety of options for your added comfort and convenience.

The legendary 4-wheel drive Land Cruisers-Hardtop and Wagon-are for offroad aficionados who want their vehicles to be, above all, rugged and depend-able. That's because Land Cruiser people go places most others can't.

Land Cruisers are ready to go, with every four-wheeling necessity starting with

tough-terrain suspension, heavy-duty running gear and plenty of daylight underneath. Both are powered by a hefty 4.2 liter 6-cylinder engine that churns out a mountain of torque-200 ft-lbs at 1800 rpm. A tough 4-speed synchromesh transmission gives passenger-car shifting ease. When you're ready to head for the hills, a durable 2-speed transfer case lets you put the power to all four wheels.

For those who like to hit the off-road in comfort, the Wagon features some cityslick pleasures like power steering and full carr

To get away from item -and back again—Land Cruiser is all you need.

Shown with optional equipment. See your Toyota dealer for details.

BUCKLE UP... ITSA GOOD FEELING!

Toyota urges you to use your seat belts every time you drive. Safety experts say that generally the safety place in a collision. safest place in a collision is inside your vehicle; seat belts can help keep you there. A properly adusted seat belt can help the driver maintain better vehicle control. And be-cause small children can be injured during quick turns or sudden stops, they should always be provided with a child restraint system dynamically tested to meet federal standards. Select one carefully.





Toyota seat belts are designed to meet or exceed all government requirements for effectiveness, and are engineered for comfort and ease of use. Depending on the model or body style you choose, here are the seat belt systems you'll find

in the 1983 Toyotas:
Emergency Locking Retractors
that automatically lock to

restrain body movement.

· Automatic Locking Retrac-tors that self-lock in position after the user buckles up.

· Seat Belt Tensioners that help draw front seat belts out of the way when front doors are opened.

· Innovative Toyola Auto-matic Shoulder Belt System with motorized front shoulder belts that move to proper wearing posi-tion when the doors are closed and the ignition switch is turned on.

· All Toyota vehicles are designed to accept child restraint systems. It is recom-mended that these sys-tems be installed in the rear seat. (Follow manufacturer's recommendation for installation.)

Remember: Buckle up every time you drive. It's a good feeling!

QUALITY VEHICLES. PARTS & SERVICE

Toyota dealer parts and service reflect the same quality and dependability you'll find in the 1983 Toyotas. A computerized

parts inventory control system helps assure availability of Genuine Toyota and Toyota-approved Parts at nearly 1,100 Toyota dealers nationwide. Additionally. Toyota-trained service technicians use the latest equipment to care for your Toyota.

You can count on Toyota dealers to help you keep that Toyota feeling wherever you go.

*EPA STATEMENT: Consult your Toyota dealer for EPA mileage

figures.
*Remember: Compare the mileage estimate to the EPA Esti-mated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and

trip length.

Specifications and equipment are based on the available information at time of printing and are subject to change without notice. Some cover without notice. Some cover vehicles and others shown with optional equipment. For information on additional op-tions and accessories, contact your Toyota dealer. teadlights, parking lights and foglamps on Celica Supras illuminated for illustration.

illuminated for illustration purposes only.

