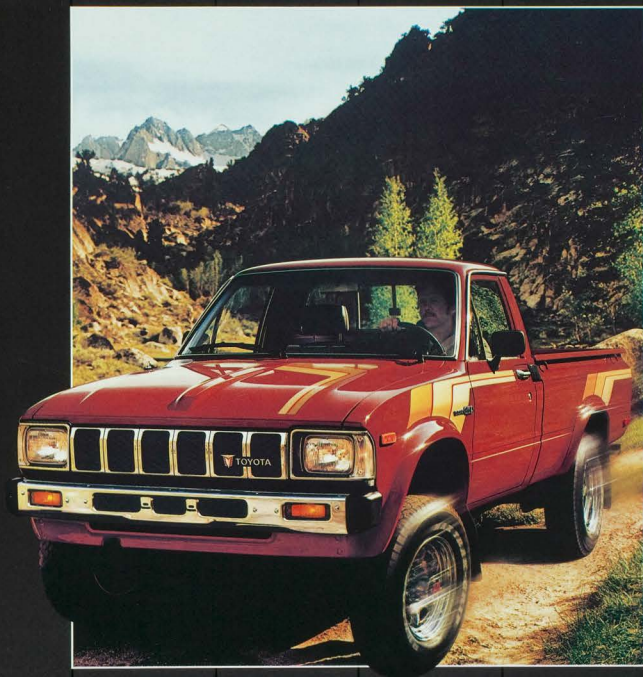




OH
WHAT
FEELING
TOYOTA

TOYOTA

TRUCKS





1983
TOYOTA TRUCKS.
THE TOUGH
CHOICE.

If you're thinking truck, think tough. Think Toyota. The reputation Toyota Trucks have for durability, quality and total value is unmatched. It has made Toyota the best-selling line of trucks in the world. The hardest part of choosing a Toyota Truck

is deciding which one of Toyota's fourteen different trucks—the greatest model selection of any small truck line—is the right one for you. They're all built for the long haul, ready and willing to handle heavy use and maximum loads day after day. They're also sporty, fun transportation

which many people prefer to driving a car. Toyota's high-riding 4-Wheel Drive SR5 Sport and Deluxe Trucks are the off-road champs among small trucks. The SR5 Sport Trucks are the street-smart show trucks of the Toyota fleet, with car-like ride, sporty handling, and full-dress stripes and paint. For dependable everyday transportation with plenty of comforts and conveniences, the Toyota

Long Bed Deluxe Truck is a wise choice. Toyota's Standard Bed and Long Bed Trucks are the no-nonsense workhorses of the Toyota line. These reliable, fuel-saving* haulers will earn their keep for you. Prefer economical diesel power? Choose either the exciting SR5 Long Bed Diesel Sport Truck, new for 1983, or

the Long Bed Diesel Deluxe Truck.

Need extra-load capacity? Toyota's 3/4 Ton Truck gives it to you, with heavy-duty suspension, tires, and bed for an 1800 lb. payload** unexcelled by any truck in its class.

For special purpose trucking, the Commercial & Camper Cab/Chassis models are just the ticket. No matter which quality-built Toyota Truck

you choose, it'll be 100% Toyota...durable, economical, and most of all, a great value.

*See EPA mileage statement on specifications page.
**Including occupants' equipment and cargo.
Shown with optional equipment. See Features chart for details.





**TOYOTA 4X4
SR5 SPORT
TRUCKS. WHERE
THE GOING GETS
TOUGH, THEY'RE
RIGHT AT HOME.**

Where the road runs out and the crowd stops, a Toyota 4x4 SR5 Sport Truck keeps on going to places where there are more fish than fishermen and more wild critters than campers.

Toyota's 24 liter Single Overhead Cam (SOHC) engine supplies 100 horsepower* and 130 ft-lbs of torque to drive both axles through the 5-speed overdrive transmission and 2-speed transfer case. Drop into low-range 4-wheel drive and you're ready for real off-road work;

rock crawling, stream fording, trailblazing adventure. Toyota's leaf spring suspension front and rear with double-acting shock absorbers all-around gives you the high-stepping ground clearance you need in rough country. HR78x15 mud and snow radial tires under the 4x4's flared fenders are another reason you'll get where you want to go, and back again.

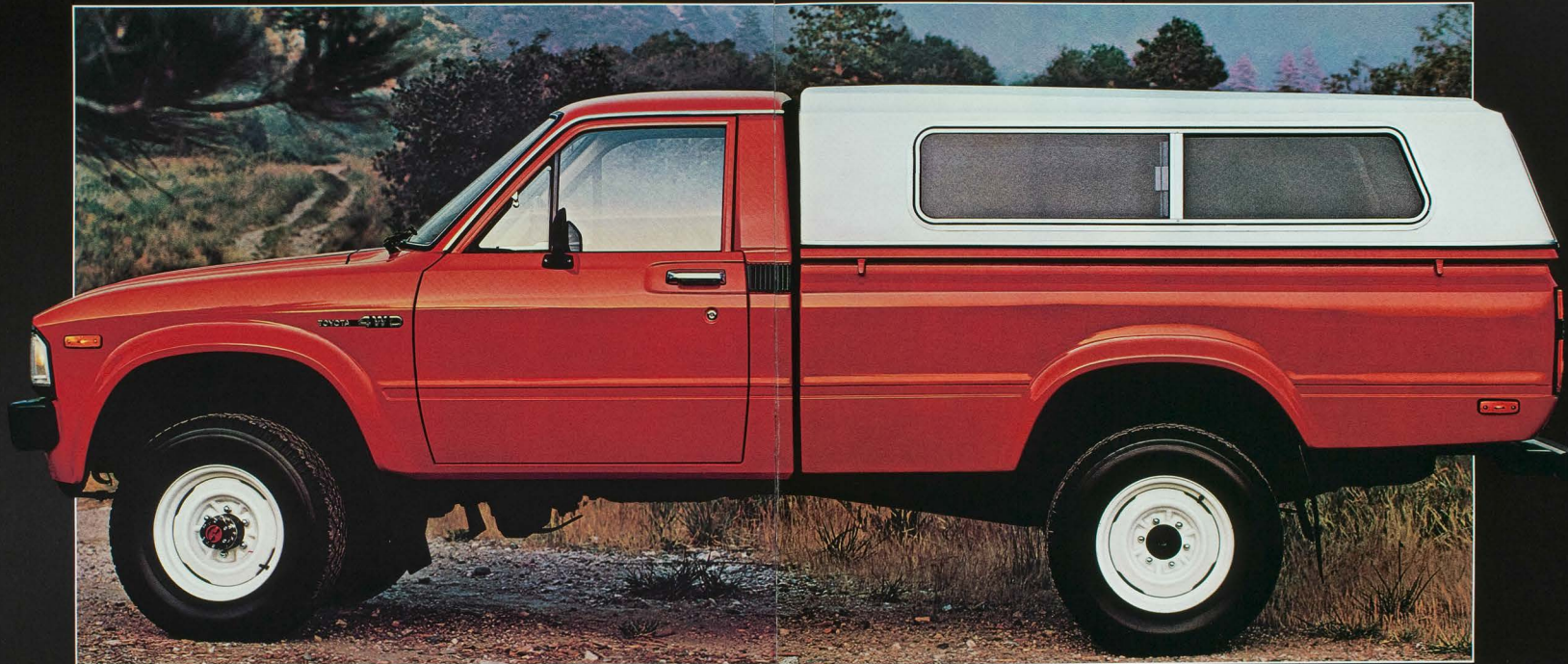
On pavement, the free-wheeling front hubs let you cruise in economical 2-wheel drive, made even more fuel-sparing** by the 5-speed overdrive transmission. When it comes to setting up your 4x4 just the way you want it,

Toyota gives you plenty of options. You can select power steering, tilt steering wheel, air conditioning, electronic AM/FM/MPX stereo receiver, cassette player, even a moonroof. For a custom look, you can select two-tone paint, the Chrome Package with chrome wheels, bumper and grille, and raised-white-letter tires.

In the rough country, you need tough Toyota 4x4 truck tough.

*96 in California.
**See EPA mileage statement on specifications page.
Shown with optional equipment.
See Features chart for details.





**TOYOTA
4-WHEEL DRIVE
DELUXE TRUCKS.
OFF-ROAD
RELIABILITY.**

Toyota's 4x4 Deluxe Trucks, Standard Bed and Long Bed, are backroad and back-country equipped when they come from the factory. You don't have

to buy a bundle of off-road options to get off the beaten path and put the power to all four corners of these wilderness-wise trucks. It's easy and economical to enjoy your weekend camping, off-road construction, even scientific field work.

They're ready to go with 4-wheeling features like a forged-steel front tow hook; HR78x1.5 mud and snow radials; steel skid plates under the 2-speed transfer case, oil pan and fuel tank; and free-wheeling front hubs you can lock in or out with ease.

The muscular 2.4 liter SOHC engine supplies the

go with plenty of low-end torque, while power-assisted brakes—front disc and rear drum—supply the stopping power. A double Cardan-type front U-joint system helps make 4-wheeling smooth and helps reduce driveline vibration.

The 5-speed overdrive transmission is a fuel-saver,* especially on those long highway runs you sometimes have to make to get to uncrowded off-road country.

Just for comfort you can have the options of AM/FM/MPX stereo receiver, air conditioning, and power steering.

There's nothing like 4-wheel drive power and traction when you need it, and no better way to get it than in a Toyota 4x4 Deluxe Truck.

*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.





**TOYOTA SR5
SPORT TRUCKS.
THEY EARN
THEIR STRIPES
EVERY DAY.**

The SR5 Sport Trucks are crowd stoppers, full of pep and dressed for a parade. They're quick and responsive, with a sports-car-like ride that makes the miles roll along under you smoothly and comfortably.

What makes the SR5s so special? Sleek sport striping. Rectangular halogen headlights. Dual exterior mirrors. Tinted glass all around with a shaded upper band on the windshield to reduce glare. For good sounds while you drive there's a standard AM/FM/MPX stereo receiver.

The standard transmission is a gas-saving* 5-speed overdrive. On the SR5 Long Bed Sport Truck you have the option of Toyota's innovative 4-speed automatic over-drive transmission.

The secret of that great SR5 ride is torsion bar front suspension and the Toyota Soft-Ride rear suspension that stiffens progressively as the load increases. SR5s ride on

ER78x14 steel-belted radial tires.

Out back, where the payload rides, the SR5s mean business. The tough steel bed is equipped with handy cargo tie-down hooks. A one-touch tailgate makes one-handed opening and closing easy.

You want more? Then take a look at the options

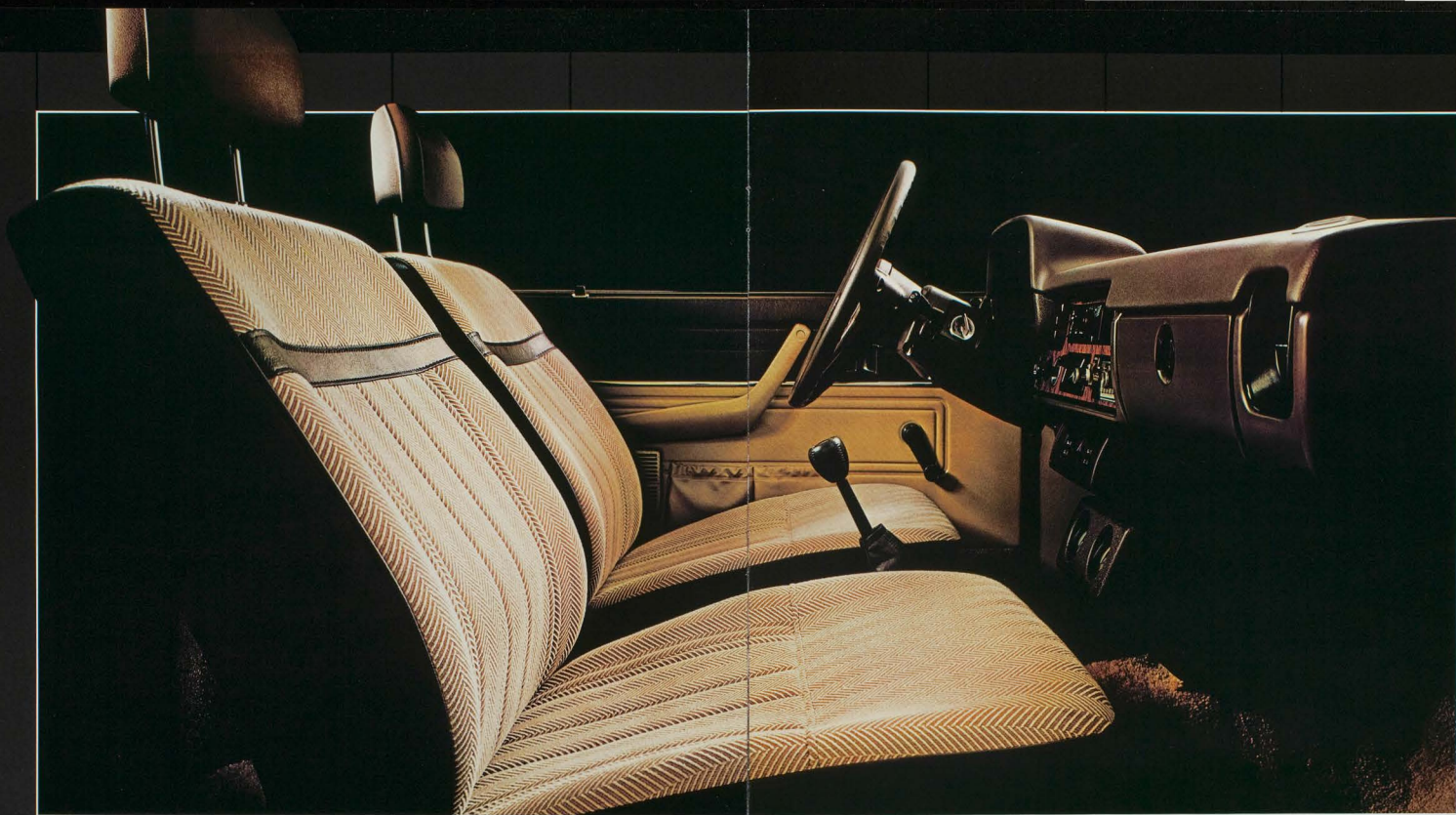
available for the SR5s.

Cruise Control, high-efficiency air conditioning, electronic AM/FM/MPX stereo receiver, power steering, a window package with sliding rear and side vent windows, two-tone paint, even a moonroof that lets in the great outdoors. You can also go for the special Black Package option with Gloss

Black paint and a host of custom type features. If you want a real sport truck, here it is: the 1983 Toyota SR5 Sport.

*See EPA mileage statement on specifications page. Shows with optional equipment. See Features chart for details.





**THE SR5
SPORT TRUCK
INTERIOR,
SPORTS CAR
STYLING.**

Settle into the SR5's comfortable low-back reclining bucket seats with adjustable headrests and check out the sports-car comfort. For 1985 you can choose the option of cloth seats, shown above.

Underfoot, there's hand-some, sound-deadening cut-pile carpeting. The doors are fully trimmed and include a driver's side map pocket. The dash is padded with non-reflecting grained vinyl. The sporty 3-spoke steering wheel is also padded for a sure, comfortable grip.

Your hand falls naturally to the shift knob that controls the 5-speed overdrive transmission, or on the SR5 Long Bed Sport to the optional 4-speed automatic overdrive transmission. The full instrumentation, grouped for maximum visibility, includes tachometer, fuel, water temperature, oil pressure, and voltmeter gauges.

The AM/FM/MPX stereo receiver is standard, as is the power-boosted Flo-thru ventilation which circulates fresh air through the cab, even with the windows closed.

This year, there's even a passenger-side vanity mirror on the back of the padded sun visor.

Interior options? Tilt steering wheel and power steering, a moonroof, air conditioning, sliding rear and side vent windows, and a powerful electronic AM/FM/MPX stereo receiver are available.

Don't let the sporty good looks mislead you. The SR5 Sport Truck interior is Toyota tough.

Inside as well as out, the SR5s are built to keep their new truck feel and look with a minimum of maintenance.

Shown with optional equipment. See Features chart for details.



**THE STUFF THAT
MAKES TOYOTA
TRUCKS TOUGH.**

Full instrumentation including tachometer, oil pressure and voltmeter gauges is standard equipment on 4x2 and 4x4 SR5 Sport Trucks.

The innovative optional 4-speed automatic overdrive transmission gives you the convenience of an automatic, with the gas-saving advantages of overdrive.



Toyota's proven 2.4 liter SOHC engine powers all gasoline-engine Toyota Trucks. It puts out an honest 100 horsepower** at 4800 rpm and an impressive 130 ft-lbs of torque at 2800 rpm... that's pulling power when you need it.

At the heart of the engine is a tough five-main-bearing crankshaft for smoother running. A fully transistorized electronic ignition system provides a consistent, hot spark and has a big advantage over mechanical ignition systems for reliability and reduced maintenance. Breaker points and condenser are eliminated and the entire system is far less vulnerable to water-caused failure.

You can match up the potent truck powerplant to a choice of efficient, smooth-shifting transmissions, depending on your model selection. The 5-speed overdrive transmission is an engine and gas saver** because it lets you cruise at highway speeds in the efficient overdrive fifth gear. The innovative

optional 4-speed automatic overdrive transmission gives you the convenience of an automatic, with the gas-saving advantages of overdrive. Toyota's 4-speed synchromesh transmission, standard equipment in some models, is a rugged, economical gearbox.

For a smooth ride, crisp handling, and stability with a maximum load, torsion bar front suspension is standard. Double-acting shock absorbers all around control wheel and suspension movement. Leaf springs at the rear give a progressively stiffer spring rate as loads increase.

For dependable braking, the power-assisted front disc and rear drum brakes are backed by a tandem master cylinder.

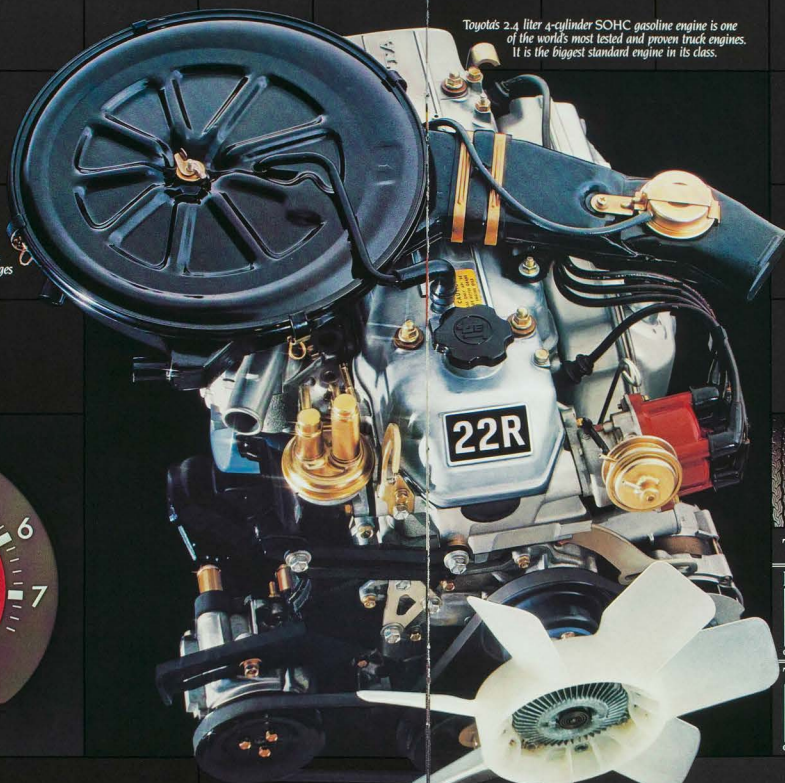
Steering column-mounted controls put the parking and headlights, turn signals, and wiper/washer switches where you want them, at your fingertips.

With fourteen different models, the features and options on

Toyota Trucks vary. Whichever one you choose, you can be sure that you've got one tough truck.

**96 in California, and on Cab/Chassis.
**See EPA mileage statement on specifications page.
Shown with optional equipment. See Features chart for details.

Toyota's 2.4 liter 4-cylinder SOHC gasoline engine is one of the world's most tested and proven truck engines. It is the biggest standard engine in its class.



All Toyota 2-wheel drive trucks have power-assisted front disc, rear drum brakes, torsion bar front suspension, leaf spring rear suspension, and double-acting shock absorbers front and rear.

TRUCK 22R ENGINE DATA

POWER



TORQUE





**THE TOYOTA
LONG BED
DELUXE TRUCK.
EASY ON THE
BUDGET.
TOUGH ON
THE JOB.**

If you're buying a truck to be a working partner on the job, you'll like the big payload, roomy cab, and many standard features on the Long Bed Deluxe Truck.

Fully transistorized ignition means reliable starts from the 2.4 liter SOHC engine, and simpler tune-ups too. The Deluxe Truck's 7-foot all-steel cargo bed gives you 1400 lb. payload* capacity. This year, the Deluxe Truck comes equipped

with ER78x14 radial tires for gas-saving** reduced-rolling resistance, better handling, and a more comfortable ride.

Power-assisted brakes with fade-resisting front discs and rear drums supply plenty of quick stopping power. Inside, the wide bench seat accommodates three adults comfortably. The seatback folds forward for

access to extra storage space. Power-boosted Flo-thru ventilation lets you keep the windows rolled up and still have constant fresh air. Optional power steering that makes low-speed maneuvering in tight

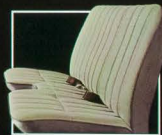
spots easy is available. So is an AM/FM/MPX stereo receiver, air conditioning, and Toyota's innovative 4-speed automatic over-drive transmission.

If you're in the market for sharp styling, lots of comfort, and some real work-truck muscle in one easy-on-the-gas truck, the

Toyota Long Bed Deluxe Truck is just for you.

*Including occupants, equipment and cargo.

**See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.





**TOYOTA
LONG BED &
STANDARD BED
TRUCKS.
TOUGH & READY.**

These may be Toyota's lowest-priced* trucks, but you'd never know it from their business-like good looks and long list of quality standard features.

like the biggest standard engine in their class.

Toyota's 2.4 liter SOHC engine cranks out the torque and horsepower to make hauling a maximum 1400 lb. payload** no strain, yet squeezes extra miles out of every gallon of fuel!

For no-nonsense economy and power on the road and on the job, these trucks are the choice of truck buyers who depend on their vehicles to help them bring home the bacon. From their roomy 6-ft. and 7-ft. cargo beds, to their cabs designed to seat 3-across on a comfortable bench seat, they're workhorses through and through.

But tough doesn't mean rough. These Standard Bed and Long Bed Trucks have the high quality finish and car-like comforts you expect from Toyota. Fully transistorized ignition means sure starts and simpler tuneups. Torsion bar front suspension makes handling easy and

gives you the feel of the road for control. The brakes are power-assisted, with discs in front, drums on the rear, for full-load stopping capability. A power-assisted Flo-thru ventilation system lets you shut out the elements and still have fresh air. From tough steel bed to cargo tie-down hooks, everything needed for

trucking is standard on these hard-working, easy-driving Toyotas.

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

**Including occupants, equipment and cargo.

†See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.

