

The Toyota Chronicle

with such expansion of Toyota service to other national and overseas markets.

In a continuing effort to maintain its leadership position in the U.S. market, Toyota established an additional customer service program during 1980. This new, independent distributor organization, called Toyota Customer Service, Incorporated, was formed in the U.S. by Toyota Motor Sales, U.S.A., Inc., and its U.S. distributor, Toyota Motor Sales, U.S.A., Inc., in the following states: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

The goal of this 351 million customer program was aimed at an expansion of Toyota's customer service facilities in the U.S. This new Toyota Motor Sales, U.S.A., Inc. plan includes over 1.7 million units.

Successful completion of the Toyota Motor Sales, U.S.A., Inc. plan for 1980 has earned Toyota Motor Sales, U.S.A., Inc. a "Meritor Award" for its outstanding performance. This award was given by the Motor Vehicle Manufacturers Association of America to Toyota Motor Sales, U.S.A., Inc. for its outstanding performance in the U.S. market during the year 1980.

Toyota Motor Sales, U.S.A., Inc. is proud to announce that it has received the "Meritor Award" for its outstanding performance in the U.S. market during the year 1980.

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for Toyota's dramatic sales growth.

Toyota's aggressive production expansion program was during October 1980. A new record was set in the American automotive industry when 100,000 units were rolled off the assembly line in October 1980. As a result, total production for Toyota Motor Sales, U.S.A., Inc. for the year 1980 was 1,000,000 units, demonstrating the tremendous sales growth achieved throughout Japan.

Toyota's production and sales growth was a result of the success of the Toyota Motor Sales, U.S.A., Inc. plan, which was implemented in the U.S. market during 1980.

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Toyota sales are projected to reach 1.5 million units in 1981.

During the year 1980, Toyota's overall production reached 1,000,000 units, setting a record for the company. This success was a result of the company's aggressive production expansion program, which was implemented in the U.S. market during 1980.

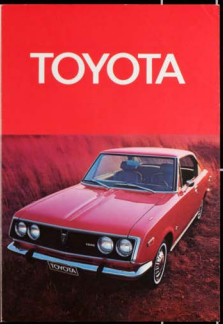
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TOYOTA
With your choice



See these exciting looking cars at your Toyota dealers'. Test drive them on the highway!

Here are the powerful, exciting new Toyota models...

TOYOTA COROLLA

Here's the Toyota Corolla, the most popular car from Toyota. Available in four engine options, great suspension, and a little touch of Japanese craftsmanship, but under the hood nothing there's a high car with 100HP, a top speed of 117 mph, a luxury interior, and it only costs one gallon of regular gas every 30 miles. More than 100,000 of it are sold every month. Available in 40 states. There's a Corolla Sedan, Hatchback and Truck to choose from.



TOYOTA CELICA

Available in 40 states, the Celica is a sporty, exciting car with 100HP, a top speed of 117 mph, a luxury interior, and it only costs one gallon of regular gas every 30 miles. More than 100,000 of it are sold every month. Available in 40 states. There's a Celica Sedan, Hatchback and Truck to choose from.



TOYOTA COROLLA MARK II

Here's the new Toyota Corolla Mark II. It's a sporty, exciting car with 100HP, a top speed of 117 mph, a luxury interior, and it only costs one gallon of regular gas every 30 miles. More than 100,000 of it are sold every month. Available in 40 states. There's a Corolla Mark II Sedan, Hatchback and Truck to choose from.



TOYOTA CELICA

Available in 40 states, the Celica is a sporty, exciting car with 100HP, a top speed of 117 mph, a luxury interior, and it only costs one gallon of regular gas every 30 miles. More than 100,000 of it are sold every month. Available in 40 states. There's a Celica Sedan, Hatchback and Truck to choose from.



TOYOTA CELICA

The Toyota Celica is one of the most popular cars, not only in Japan, but also in many countries overseas. In the U.S., its top car reputation comes from its safe and spacious car appearance. It's made in a leading Japanese car plant, it has a luxury interior. Take the wheel of this car, either... the 100HP engine delivers a top speed of 117 mph and gas mileage of 27 miles per gallon. Choice of Custom Options or Standard. Available in 40 states. There's a Celica Sedan, Hatchback and Truck to choose from.

TOYOTA CELICA

The new Japanese medium-sized, mid-engine car from Japan... that's the Toyota Celica. Combined by advanced design, as one of the best cars in the world, its outstanding safety is the result of its advanced suspension and quality engineering and strong frame construction. They are ideal cars for the active executive who needs elegance in a more compact car. Available in 40 states. There's a Celica Sedan, Hatchback and Truck to choose from.

TOYOTA CELICA

Available in 40 states, the Celica is a sporty, exciting car with 100HP, a top speed of 117 mph, a luxury interior, and it only costs one gallon of regular gas every 30 miles. More than 100,000 of it are sold every month. Available in 40 states. There's a Celica Sedan, Hatchback and Truck to choose from.

TOYOTA LAND CRUISER

The Toyota Land Cruiser gets you wherever you want to go. The 141 HP engine will take you up steep slopes and on the flat gives you a top speed of 117 mph. This is the tough car you need for the most difficult job you'll ever do. It's built to last, built to last, built to last. Toyota Land Cruisers come with 141 HP, 100 HP or in 40 states. Available in 40 states. There's a Land Cruiser Sedan, Hatchback and Truck to choose from.