

1981 CORONA BY TOYOTA



OH
WHAT
A
FEELING
TOYOTA

CORONA. COMFORT AND STYLE
BUILT TO LAST THROUGH THE MILES.



Meet the 1981 Coronas. They're the roomy family cars with an abundance of comfort and convenience. From the luxurious Liftback to a wide open Wagon, Coronas deliver the dependable, economical transportation you want.

Corona's styling is new for 1981. It's sleek. Aerodynamic. And very much like more expensive European luxury cars. The 1981 Corona is proof that a family car can be a delight to see—and a delight to drive.

Beneath the stylish exterior of each 1981 Corona you'll find features that increase fuel economy.* A new, larger 2.4 liter 4-cylinder SOHC engine boosts fuel economy by improving the power/weight ratio of each new

Corona—Liftback, Sedan or Wagon.

Another fuel-saving feature is Corona's smooth-shifting 5-speed overdrive transmission. The fifth gear provides an overdrive that reduces engine speed and improves operating efficiency while reducing engine wear and tear. Or choose Toyota's 4-speed automatic overdrive transmission—first offered in the United States in Toyota's top-of-the-line Cressida. This transmission automatically shifts into overdrive to reduce engine wear and increase fuel economy.

Inside, the new Coronas are very spacious—with room for five adults. And every Corona includes a long list of standard features—many not available or available only at additional cost on other cars.

For dependable, economical, family-style transportation, you can't beat the 1981 Coronas.

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

THE CORONA 5-DOOR LUXURY
EDITION LIFTBACK.
THE SPORTY
SOLUTION.



If you're looking for a car that's as exciting as it is dependable, the Corona 5-Door Luxury Edition Liftback is the sporty solution.

Outside, the Corona 5-Door Luxury Edition Liftback has sleek European styling. Dual sail-mounted rear view mirrors add a sporty touch and provide excellent rearward visibility. Tungsten halogen hi-beam headlamps will brighten your view of the road ahead.

Your Luxury Edition Liftback can be equipped with an optional 4-speed automatic overdrive transmission. This innovative, fuel-saving* transmission reduces engine revolutions at highway speeds and decreases engine noise, wear and tear for true Total Economy.

And for true luxury, an optional electric sliding sunroof is also available.

The Corona Luxury Edition Liftback is very versatile with room for five adults and their belongings. A handy cover converts the area behind the rear seats into an instant "trunk," keeping valuable items out of sight.

Each Luxury Edition Corona Liftback for 1981 has an attractive new instrument panel with tachometer. You can even check the temperature — inside and out — with the convenient in-dash thermometer.

But the best part of the Corona 5-Door Luxury Edition Liftback is the luxurious feeling you'll have driving it. You'll discover many conveniences at your fingertips — all standard.

The Corona 5-Door Luxury Edition Liftback. It's dependable family transportation that's sporty, versatile, luxurious and fun to drive.

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

THE CORONA 4-DOOR LUXURY EDITION SEDAN. SMART, STYLISH AND SPACIOUS.



The 1981 Corona 4-Door Luxury Edition Sedan blends economy with the look and luxury of more expensive European touring sedans.

For 1981, you'll discover improved fuel economy* from the Corona 4-Door Luxury Edition Sedan's new, larger 4-cylinder SOHC engine.

The standard 5-speed overdrive transmission and the optional 4-speed automatic overdrive transmission are designed to help increase fuel economy and reduce engine wear.

Inside, the Corona 4-Door Luxury Edition Sedan has room for five adults. Special touches include a padded tilt steering wheel for comfortable driving, convenient remote trunk release and a great sounding AM/FM/MPX

stereo radio with four speakers.

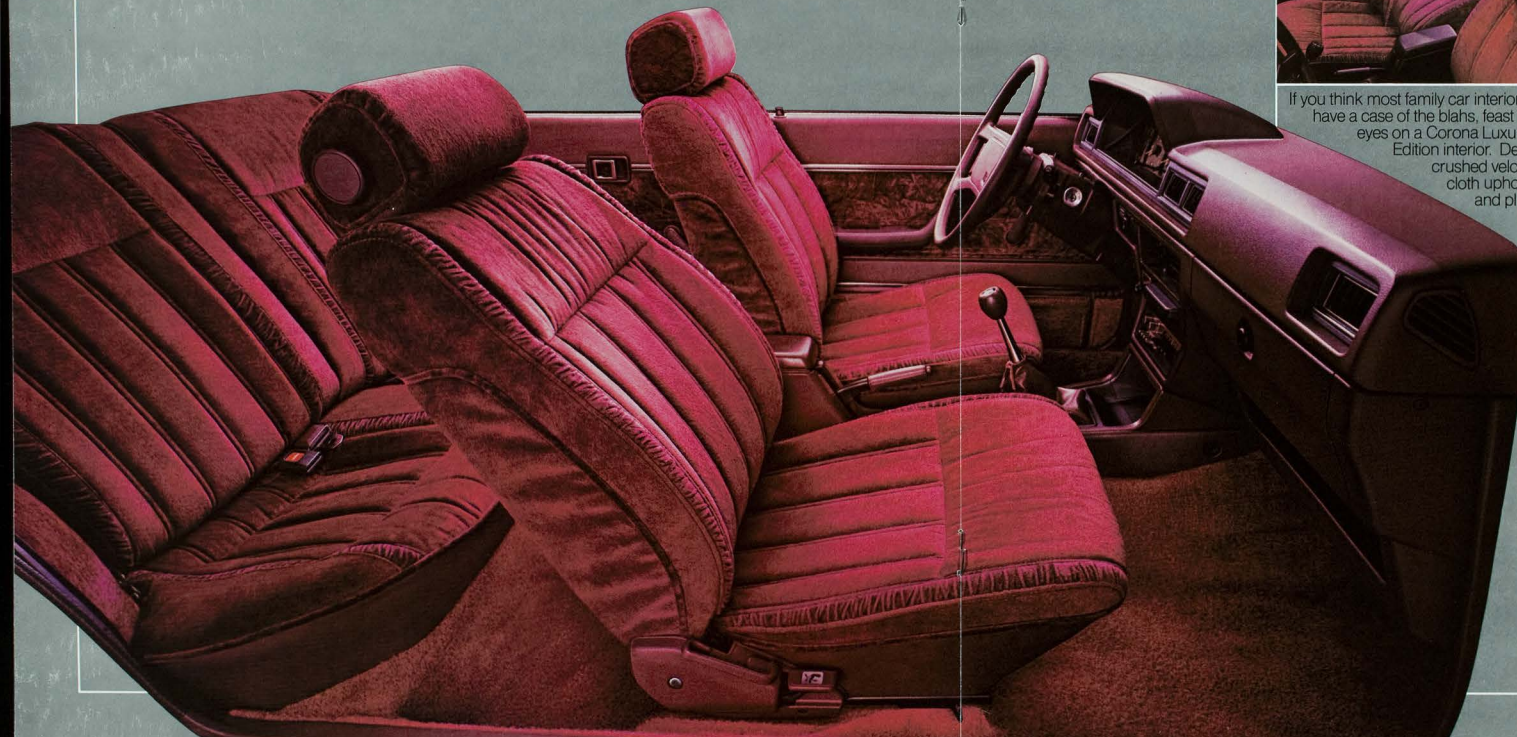
The Corona 4-Door Luxury Edition Sedan has power steering for increased driving comfort. And optional Cruise Control aids driving ease and can help increase fuel economy by optimizing the throttle setting under steady-speed driving conditions.

The 1981 Corona 4-Door Luxury Edition Sedan. It has that special touch of class.



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

CORONA'S LUXURY EDITION INTERIOR. A GENEROUS TOUCH OF PLUSH.



If you think most family car interiors have a case of the blahs, feast your eyes on a Corona Luxury Edition interior. Deep crushed velour cloth upholstery and plush

wall-to-wall carpeting greet you as you enter and invite you to settle in. Feel the comfort of the totally redesigned front seats. Both are fully reclinable. The driver's seat has a three-position lower back support and adjusts six different ways. The tilt steering wheel lets you choose your preferred driving position. Both front seat headrests adjust four ways for your increased comfort.

In back, the seat back of the 1981 Corona Luxury Edition Sedan has two recline positions to make long trips more comfortable for your passengers.

In the Luxury Edition Liftback, you can fold down half the split rear seat for added carrying space, or fold down both rear seats for a cavernous, carpeted cargo area.

The Corona Luxury Edition interior turns the blahs to "hurrahs" with its generous touch of plush.

Shown with optional equipment. See Features chart for details.



Looking for value in a family car? You'll have to go a long way to beat the Corona 4-Door Deluxe Sedan, with its style and long list of standard features.

For 1981, Corona's new, larger 2.4 liter 4-cylinder SOHC engine delivers increased fuel economy.* The 5-speed overdrive transmission — like the optional 4-speed automatic overdrive transmission — is designed to help increase fuel economy and reduce engine wear.

The Corona 4-Door Deluxe Sedan has room for five adults. The front bucket seats are fully reclinable. Plush wall-to-wall carpeting furnishes a quiet, comfortable ride. Power-boosted Flo-thru ventilation provides a breath of fresh air as you drive. A quartz analog clock displays the time at a glance. For your family's protection, a door-ajar warning light reminds you

when a door isn't securely closed. The resettable tripmeter easily records your mileage. Distracting glare is reduced by the inside day/night non-glare rear view mirror. The intermittent wiper system has a new mist cycle to keep windows clear.

For dependable, economical family transportation with style, comfort and convenience, the Corona 4-Door Deluxe Sedan is the most practical, most pleasing solution of all.

THE CORONA 4-DOOR DELUXE SEDAN. PLEASING AND PRACTICAL.



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

THE CORONA 5-DOOR DELUXE WAGON. COMFORT AND CAPACITY.



If you need more room than a sedan, the Corona 5-Door Deluxe Wagon is the car for you. It's a stylish wagonload of roominess, comfort and convenience.

Got a large family? It's no problem at all for the Corona 5-Door Deluxe Wagon.

It offers all the convenience of a 4-door sedan, plus a big, wide-opening rear door. There's room for five adults and their baggage. Taking fewer

people and need more cargo space? Just fold down the rear seat and you've got room for vacation luggage or weekend fun gear.

The Corona 5-Door Deluxe Wagon looks good outside and feels good inside. Both front bucket seats are fully reclinable. Plush wall-to-wall carpeting covers the passenger area -- and the cargo compartment -- for a quiet ride.

The Corona 5-Door Deluxe Wagon has a new 2.4 liter 4-cylinder SOHC engine for improved fuel economy.* A smooth-shifting 5-speed overdrive transmission also helps improve fuel mileage and decreases engine wear for more economical driving. Or choose Toyota's innovative and efficient 4-speed automatic overdrive transmission.

The Corona 5-Door Deluxe Wagon. It's the roomy solution to any family's transportation problem.

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

STANDARD FEATURES

Every new Corona comes equipped with a long list of standard features for your comfort and convenience. All Corona models have MacPherson strut front suspension to smooth out rough roads and aid handling. Power-assisted front disc and rear drum brakes help you stop smoothly. Corona's 5-speed manual overdrive transmission helps give you Toyota Total Economy. All Luxury Edition Coronas include power steering for almost effortless handling and a 4-speaker AM/FM/MPX stereo radio for easy listening. Each Corona 5-Door Luxury Edition Liftback has a handy fold-up package shelf behind the rear seats to keep valuable items out of sight.

OPTIONS

Your Corona Luxury Edition Liftback can be equipped with an electric sliding sunroof to let the sun shine in. Corona's 4-speed automatic overdrive transmission offers smooth shifting. Air conditioning is available to keep you and your passengers cool and comfortable on warm days. For that sporty look, gleaming alloy wheels* are available for any Luxury Edition Corona. For added personal listening pleasure, choose either an 8-track or cassette stereo tape deck. Your Corona Deluxe Wagon can be equipped with a practical rear window wiper/washer to help rearward visibility during inclement weather, and a stylish chrome-plated rack for increased carrying capacity.



MACPHERSON STRUT/
FRONT DISC BRAKES



5-SPEED OVERDRIVE
TRANSMISSION



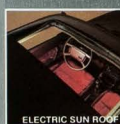
POWER STEERING



AM/FM/MPX
4-SPEAKER RADIO



GOLD COLOR PACKAGE



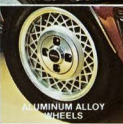
ELECTRIC SUN ROOF



4-SPEED AUTOMATIC
OVERDRIVE
TRANSMISSION



AIR CONDITIONING



ALUMINUM ALLOY
WHEELS



STEREO CASSETTE
TAPE DECK

Standard features and options pictured above vary according to models. See Features chart for complete details.

CORONA FEATURES

	4-Door Luxury Edition Liftback	4-Door Luxury Edition Sedan	4-Door Luxury Edition Wagon
S - Standard O - Optional - Not Available			
2.4 liter 4-cylinder SOHC engine	S	S	S
Fully transistorized ignition system	S	S	S
5-speed overdrive transmission	S	S	S
4-speed automatic overdrive transmission	O	O	O
MacPherson strut front suspension	S	S	S
Power-assisted brakes (lock disc, rear drum)	S	S	S
Steel-belted radial ply white sidewall tires	S	S	S
Alloy wheels	O*	O*	-
Tachometer	S	S	-
Remotable trimmer	S	S	S
Cruise Control	O	O	-
Steering column-mounted headlamp washer, headlight, rear wiper/washer (with mast cycle) controls	S	S	S
Tilt steering wheel	S	S	-
Power steering	S	S	O
Air conditioning	O	O	O
Power-boosted Flo thru ventilation	S	S	S
Electric rear window defogger	S	S	S
Remote trunk release	-	S	-
Remote hatch release	S	-	-
Remotable rear floor door opener	S	-	-
Quartz analog clock	-	S	S
Digital quartz clock	S	S	-
Vinyl upholstery	-	-	S
Cloth upholstery	S	-	-
Wall-to-wall carpeting	S	S	S
AM/FM/MPX 4-speaker radio	S	S	O
AM/FM/MPX electronic 4-speaker radio with cassette	O	O	-
8-track or cassette tape deck	O	O	O
Dock-in warning light	S	S	S
Inside hood release	S	S	S
Reclining front bucket seats with headrests	S**	S**	S
Driver's seat lumbar support	S	-	-
Driver's seat height adjuster	S	S	S
Semi-reclining rear seat	-	S	-
Timed glass	S	S	S
Cargo compartment light	S	-	S
Longstem halogen hi-beam headlights	S	S	-
Sail-mounted outside mirror	S†	S†	S
Wide body side protective molding	S	S	S
Electric sunroof	O	-	-
Rear window wiper/washer	S	-	O
*With steel-belted radial black sidewall tires.			
**4-way adjustable headrests			
†Dual mirrors on Luxury Editions w/driver's side remote control			

SPECIFICATIONS

ENGINE TYPE	4-cylinder in-line SOHC		
DISPLACEMENT	2.4 liters (2367cc)		
HORSEPOWER (SAE NET)	96 hp @ 4800 rpm		
TORQUE (SAE NET)	129 ft.-lbs. @ 2800 rpm		
BODY/FRAME CONSTRUCTION	Unitized body		
SUSPENSION FRONT	MacPherson strut		
SUSPENSION REAR	4-link with coil springs on Sedan and Liftback, leaf springs on Wagon		
STEERING TYPE	Recirculating ball, collapsible shaft		
BRAKES	Power-assisted (lock disc, rear drum)		
	Liftback	Sedan	Wagon
EXTERIOR DIMENSIONS (inches)			
Wheelbase	99.4	99.4	99.4
Overall Length	176.6	176.6	180.3
Overall Width	69.2	69.2	69.2
Overall Height	53.0	53.9	54.3
INTERIOR DIMENSIONS (inches)			
(without sunroof)			
Head Room (front)	36.7	37.6	37.9
Head Room (rear)	36.5	36.9	37.7
Lap Room (front)	40.7	40.7	40.7
Lap Room (rear)	29.5	31.6	30.2
CURB WEIGHT (lbs.)	2559	2514	2574
CAPACITIES			
Trunk or Cargo Area, rear seat up (cu. ft.)	-	12.1	-
Trunk or Cargo Area, rear seat down (cu. ft.)	26.6	N.A.	63.1
Fuel Tank (gallons)	16.1	16.1	15.8
TIRES			
Type	Steel-belted radial ply	Steel-belted radial ply	Steel-belted radial ply
Size	175SR14	175SR14	175SR14
EXTERIOR COLORS†			
White			
Silver Metallic			
Deep Red Metallic			
Red Metallic			
Beige			
Beige Metallic			
Copper Metallic			
Black Metallic			
Dark Blue Metallic			
Light Blue Metallic			
- Not available at time of printing. N.A. - Not applicable.			
†Some colors not available on all models.			
**EPA STATEMENT: EPA mileage figures not available at time of printing. Consult your Toyota dealer.			
†Remember: Compare this estimate to the EPA "Estimated 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. Cover vehicle and others shown with optional equipment. See Features chart for details. For information on additional options and accessories, contact your Toyota dealer.			

TOYOTA. THE QUALITY STORY.

Quality is a way of life at Toyota.

When your Toyota dealer hands you the keys to your new Toyota, pause for a moment to think about the hundreds of pairs of expert hands and eyes that have conscientiously inspected every detail during its manufacture, shipping, and preparation for delivery.

The first step in developing each new model is consumer research—finding out what people want in the styling, performance, and features of the vehicles they drive. The ideas and suggestions of thousands of Americans have influenced the design of the Toyotas you see in the dealer's showroom.

On the Toyota assembly lines, quality control is all important. At every stage of manufacture each vehicle is tested and inspected. Assembly line workers wear white gloves to keep everything they touch spotless and scratch free. Workers who come in contact with the finished car body wear clothing without buckles or buttons. And any production line employee, regardless of his rank, can stop the entire line if he detects anything not up to Toyota's exacting standards.

Toyota employees never forget that each vehicle they help manufacture is going to be purchased, driven and enjoyed by an individual or family who will be relying on Toyota's dedication to perfection.

After the completed vehicles leave the factory, the quality control checks continue. There are at least three more inspections: at the pier in Japan, at the port of entry in the U.S., and at the

dealer's shop—all part of Toyota's continuing efforts to ensure complete owner satisfaction.

Toyota's quality story doesn't end with the sale. At more than one thousand Toyota dealers from coast to coast, skilled service technicians—many of whom are specially certified by the National Institute for Automotive Service Excellence (NIASE)—are ready to help keep Toyota owners happy with reliable, dependable service.

Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

You can count on Toyota to deliver quality vehicles, and you can count on Toyota dealers to reflect that quality in the way they do business: their professionalism, the expertise of their service personnel, and the availability of parts for maintenance and repair.

From drawing board to dealership, the name Toyota means quality—as shown by the consistently high levels of owner satisfaction with the quality of Toyota products.*

But even that remarkable fact isn't the closing chapter in the Toyota quality story. One other important fact remains: Toyota's gratifying resale value at trade-in time.

When you buy a Toyota, you're buying a commitment to quality that has made millions of satisfied owners the world over feel good about driving a Toyota.

*With steel-belted radial black sidewall tires.

*According to a survey of 17,000 owners of new small cars.