

1981 LAND CRUISER BY TOYOTA



TOYOTA LAND CRUISER HARDTOP. SEEN IN ALL THE WORLD'S WORST PLACES.



The legendary Land Cruiser has made its mark on the world. From the Australian Outback to beyond the Arctic Circle, from the Hindu Kush to the Grand Tetons, the indomitable Land Cruiser goes where lesser vehicles have little chance of getting through.

And the truly amazing thing about the 1981 Land Cruiser is that it is capable of conquering hostile environments and forbidding terrain just as it comes

from the showroom, without special equipment or modifications. The off-road necessities for serious four-wheeling are standard equipment. Steel skid plates protect the transfer case and fuel tank. There's a front tow hook, steering stabilizer, and even rear doors for easy access to the flip-up rear seats or off-roading gear.

Land Cruiser's boonie-beating power comes from a proven and reliable 4.2 liter 6-cylinder engine that puts up to 200 ft./lbs. of torque through the 4-speed synchromesh transmission and 2-speed transfer case to the 6-spoke white steel wheels.

A tandem master cylinder system with power-assisted brakes—front discs and rear drums—provides the stopping power. You don't even have to supply a roll bar: there's one already built in. If a 1981 Toyota Land Cruiser can't get you where you want to go, think twice about going.

*Shown with optional equipment. See Features chart for details.

TOYOTA LAND CRUISER WAGON. THE ALL NEW 4x4 WITH ROOM FOR MORE OF EVERYTHING.



Now there's a Land Cruiser with room for five adults and a full complement of camping and sports gear. The new, stylish 1981 Wagon is Land Cruiser tough, ready to leave the pavement behind and strike out for the back country where only wild critters and 4x4s roam. Free-wheeling front hubs let you ride the roads in 2-wheel drive, then lock into 4x4 in the rough.

On the pavement or off, its aggressive, rugged styling turns heads. The 6-spoke chrome steel wheels sport big, tough, mud and snow tires. Chrome bumpers, grille, and headlight rims make this Land Cruiser more than a match for any wagon in the looks department.

Inside, the treatment is first class to lend a softer touch to your rough off-roading. A tilt steering wheel adjusts to your preferred position, and power steering is a real arm saver.

Individually reclining front bucket seats let you call the shots when it comes to comfort. Front and rear heaters, full carpeting, luxury door trim, even full instrumentation are just a few of the standard features that make the new 1981 Land Cruiser Wagon a very out-of-the-ordinary four-wheeler.



STANDARD FEATURES

Land Cruiser's 4-speed synchromesh transmission and 2-speed transfer case combination give you the gearing you need for any terrain, from low rpm highway cruising to high-torque slogging through the deep stuff. Spoked steel wheels give both Land Cruisers a no-nonsense off-road vehicle look. A white fiber glass roof (Hardtop only) reflects the heat. Opening rear quarter windows (Hardtop only) let in the breezes for comfort in hot weather. A high-output heater/defroster keeps you comfortable in polar bear weather. And because you can be a long way from a Toyota mechanic when you go off-road, there's even a tool kit for emergency fixes.



OPTIONS

You're never going to get yourself in a spot where you'll need an electric steel cable power winch (Hardtop only) to haul yourself out, but you might want to be able to rescue some fellow off-roader or clear logs and boulders from the trail. Air conditioning is a real comfort plus, on and off the pavement. A radio or stereo tape deck is good company on long trips. Free-wheeling/locking front hubs improve gas mileage on the pavement (they're standard on the Wagon). Power steering makes a big difference when you're picking your way through the rough stuff (also standard on the Wagon). Ask your Toyota dealer for a full list of other Land Cruiser off-roading options.



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

LAND CRUISER FEATURES

	Land Cruiser	Land Cruiser Wagon
S - Standard		
O - Optional		
- Not Available		
4.2 liter 6-cylinder OHV engine	S	S
Fully transistorized ignition system	S	S
4-speed fully synchromesh transmission	S	S
2-speed transfer case	S	S
Power-assisted brakes (front disc, rear drum)	S	S
Tandem master cylinder brake system	S	S
H78 X 15 4-ply rated tires	S	S
H78 X 15 mud and snow tires	O	S
6-spoke white steel wheels	S	-
6-spoke chrome steel wheels	-	S
Free-wheeling/locking front hubs	O	S
Steel transfer case protector	S	S
Steel fuel tank protector	S	-
Tachometer	-	S
Resettable tripmeter	-	S
Power steering	O	S
Tilt steering wheel	-	S
Air conditioning	O	O
Padded instrument panel	S	S
Oil pressure and ammeter gauges	S	S*
Fip-out rear quarter windows	S	-
Side window demisters	-	S
Electric rear window defogger	-	O
Intermittent wipers	-	S
Bucket seats with center console and storage compartment	S**	S
Vinyl seat trim	S	-
Fabric seat trim	-	S
Dual padded sun visors	S	S
Cigarette lighter	S	S
Heater/defroster	O	S
Rear seat heater	O	S
Power-boosted Flo-thru ventilation	-	S
Wall-to-wall carpeting	-	S
Fluor mesh	S	O
Swing-out rear doors	S	-
Steel roll bar	S	-
Tool kit	S	S
AM/FM/MPX radio	-	O
AM radio	O	O
8-track stereo tape deck	O	O
Cassette stereo tape deck	O	O
Front load box	S	S
Electric winch with steel cable	O	-
Locking fuel filler door	S	S
Door edge guards	O	O
Rear window wiper/washer	-	O
Rocker panel stripes	O	-
*Ammeter replaces ammeter		
**Does not include storage compartment		

LAND CRUISER SPECIFICATIONS

ENGINE TYPE	6-cylinder in-line OHV	
DISPLACEMENT	4.2 liters (4230cc)	
BORE AND STROKE	3.70" X 4.00"	
HORSEPOWER (SAE NET)	125 hp @ 3600 rpm	
TORQUE (SAE NET)	200 lb./ft. @ 1800 rpm	
BODY/FRAME CONSTRUCTION	Separate body and frame	
SUSPENSION FRONT/REAR	Semi-elliptical leaf springs and double-acting hydraulic shock absorbers	
STEERING TYPE	Recirculating ball	
TURNING DIAMETER	34.7 ft., Hardtop 40.7 ft., Wagon	
BRAKES	Power-assisted (front disc, rear drum)	
	Hardtop Wagon	
EXTERIOR DIMENSIONS (inches)		
Wheelbase	95.0	107.5
Overall Length	157.3	184.1
Overall Height	76.8	69.5
Tread Width (Front)	55.7	58.1
Tread Width (Rear)	55.1	57.5
TRANSFER CASE		
Type	2-speed	2-speed
Gear Ratios	High 1.000 Low 2.277	High 1.000 Low 2.277
TRANSMISSION	4-speed	4-speed
AXLE RATIO	3.70:1	3.70:1
CURB WEIGHT	3880	4189
CAPACITIES		
Fuel Tank (gallons)	22.2	23.8
TIRES		
Type	Bias 4-ply blackwall	Mud & snow blackwall
Size	H78x15	H78x15
EXTERIOR COLORS*		
	White	
	Copper Metallic	
	Yellow	
	Green	
	Light Blue Metallic	
	Medium Blue	
	Red	
	Beige	
	Olive	
*Some colors not available in all models.		
†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.

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.

If your new Toyota seems somehow familiar to you, it may be because you helped design it. 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 spoolless 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 dealership—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.

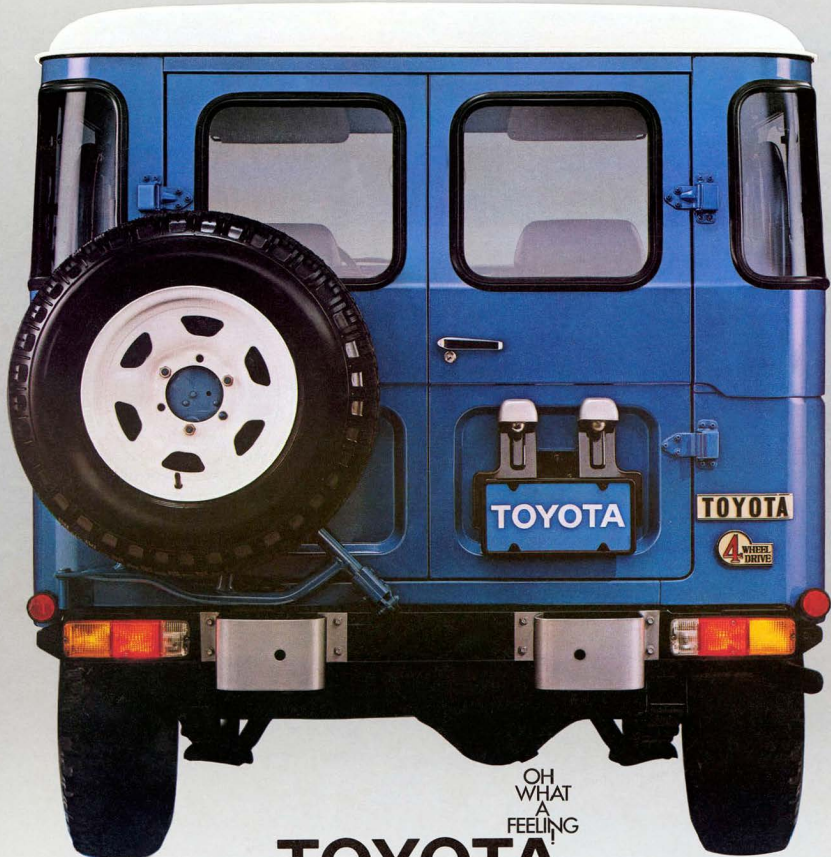
Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

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, 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 that has made millions of satisfied owners the world over feel good about driving a Toyota.

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



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A
FEELING!
TOYOTA