



WHO
COULD ASK TOYOTA
FOR ANYTHING
MORE!

PT202 JUNE 1989 ©1989 Toyota Motor Sales U.S.A., Inc.

1 9 8 7
TRUCKS



TOYOTA



4 X 4 TRUCK

DESIGN

POWERHOUSE

LOOKING OUT FOR YOU

Toyota's got the truck you need. Nobody beats the range of compact truck models offered by Toyota: tough trucks to fit your needs. Only Toyota offers a gas-turbocharged truck; for sheer power, pick Toyota's turbocharged, electronically fuel-injected SR5 Xtracab Sport Truck. Choose between 4x2 or 4x4 models to match your toughest driving conditions. If you need inside storage space, choose a Toyota Xtracab. If you've got to carry long loads, a Toyota Long Bed will fill the bill. And when your loads exceed a ton, Toyota's rugged 1 Ton will give you the highest payload* of any compact or mid-sized truck. And Toyota's Cab/Chassis offers even more versatility. Toyota: 21 tough trucks.

SATISFACTION

Toyota Truck owners are the most satisfied with their trucks. That's why Toyota Trucks rank #1 in product satisfaction.* And Toyota's 4x4 Gas-Turbo SR5 Xtracab Sport leads the pack with one of the most powerful standard engines in the compact truck class. A 5-speed manual overdrive transmission comes standard, and you also get Toyota's exclusive Hi-Trac independent front suspension and double-wall bed.

Whether you're considering design, comfort, convenience, load capacity or durability, you know Toyota Trucks are looking out for you. That's what has made Toyota the number-one-selling compact truck in the U.S.A.†

WHO COULD ASK FOR ANYTHING MORE!

*Including occupants, equipment and cargo.

†I.D. Power & Associates 1986 Compact Truck CSI.

‡Wards' Automotive Reports, calendar year 1985 combined compact pickup sales.

Show with optional equipment. See page 10 for details. Light bar not supplied by Toyota nor intended for occupant safety.

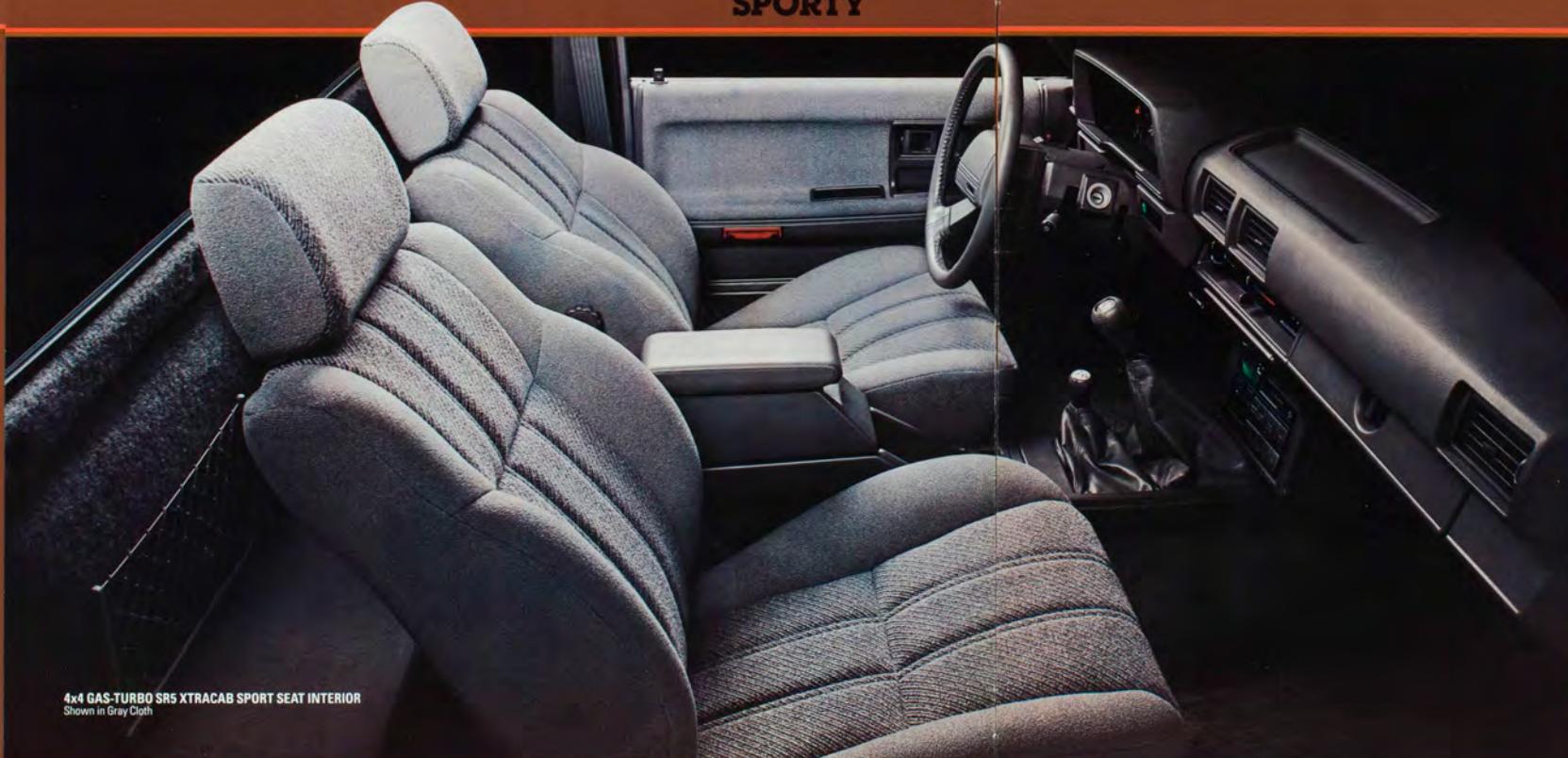


4x4 GAS-TURBO SR5 XTRACAB SPORT
Shown in Dark Gray Metallic



RECLINING SPORT SEATS

SPORTY



4x4 GAS-TURBO SR5 XTRACAB SPORT SEAT INTERIOR
Shown in Gray Cloth

STYLE AND COMFORT

The 4x4 Gas-Turbo SR5 Xtracab Sport is what style and comfort in a sporty truck are all about. Stretch your legs: There's plenty of room for comfort. Settle into the contoured, reclining Sport Seats with 7-way adjustable driver's seat* and enjoy Toyota's most stylish truck interior. Notice the convenient storage console between the seats. Scan the full set of gauges, adjust the tilt steering wheel, and then pick your favorite music on the electronic AM stereo/FM/MPX sound system with cassette.

There's room for both you and your gear, because you've got the additional behind-the-seat storage room of the Xtracab: secure storage for a camera or fishing tackle and more. There's additional storage for maps or magazines in the door pockets or the large mesh pockets on the back wall.

CONVENIENCE

The Toyota 4x4 Turbo SR5 Xtracab Sport offers many standard conveniences such as tinted glass, digital clock and maplights. And you can dress up your truck with a wide range of options, including Power Package. You can also add air conditioning, Cruise Control Package and even a sun/moonroof. Or choose the optional electronic AM stereo/FM/MPX tuner with cassette and 5-way acoustic flavor tone control equalizer. It has preset equalization tone settings for optimum reproduction of your favorite music.

Toyota is looking out for you, with the stylish SR5 Sport interiors designed for your comfort and driving enjoyment.

*Optional on SR5 Xtracab Sport and SR5 Sport. Shown with optional equipment. See page 10 for details.



4X4 TRUCK

TOP-SELLING 4x4

When the going gets tough, pick one of the tough Toyota 4x4s to come through for you. Toyota Trucks are race-bred for top performance. For example, in this year's grueling Baja 500 race, a stock Toyota truck took first place in its own class and at the same time beat all the specially-equipped Class 7 racing trucks. That kind of performance and dependability has kept Toyota number one in compact 4x4 truck sales six years in a row.*



You've got quite a range of 4x4 trucks to choose from. Toyota even offers 4x4 trucks that you can't get from any other manufacturer.

SPORTY SR5 AND DELUXE

Choose the 4x4 SR5 Sport Truck or the SR5 Xtracab Sport with its electronically fuel-injected 116 hp SOHC engine for an outstanding combination of power and efficiency. The SR5 Sport interior features low-back bucket seats with a center console and armrests,

while modern exterior lines are highlighted with special new SR5 metallic accent stripes.

When you need extra room inside at an affordable price, the 4x4 Xtracab Deluxe provides secure, behind-the-seats storage plus a handy rear shelf. And the Xtracab Deluxe interior features durable cloth bucket seats and fully coordinated door trim panels for long-lasting good looks. The 4x4 Long Bed Deluxe gives extra cargo-carrying room with the comfort of a Deluxe interior.

STANDARD

The 4x4 Standard Bed Turbo is a rugged 4x4 with the extra punch of a turbocharged 135 hp electronically fuel-injected powerplant at an affordable price. Inside, you'll find a comfortable cloth split bench seat, styled 2-spoke steering wheel and full instrumentation.

Or pick the economical 4x4 Standard Bed, which gives an unbeatable combination of quality and value with a big thirst for fun. The Standard Bed is an economical way to add four-wheeling to your lifestyle, and it's sporty enough to go anywhere. The 4x4 Standard Bed comes filled with Toyota features, such as full bench seat with headrests, three skid



4x4 STANDARD BED TURBO INTERIOR

Shown in Gray Cloth

plates to protect the underside, all-terrain tires for maximum traction, plus traditional Toyota quality and durability.

TOUGH ENGINEERING

No matter which Toyota 4x4 model you choose, you'll get Toyota's Hi-Trac independent front suspension for great running ground clearance and a smooth ride, even on the roughest trails. And when you switch to 4WD, the big P225/75R15 Mud & Snow steel-belted radials are ready to pull you over rocks, through mud, sand or snow.

But whatever your choice, you'll appreciate why Toyota 4x4s are tough acts to follow. There's simply no room for second best.

*Race photograph shown is for demonstration purposes only. Toyota does not recommend the vehicle be used in this manner.

*Source: I.L. Park, 1979—June, 1986 registration data.

Shown with optional equipment. See page 10 for details.

Light bar not supplied by Toyota nor intended for occupant safety.

4X4 TOUGH

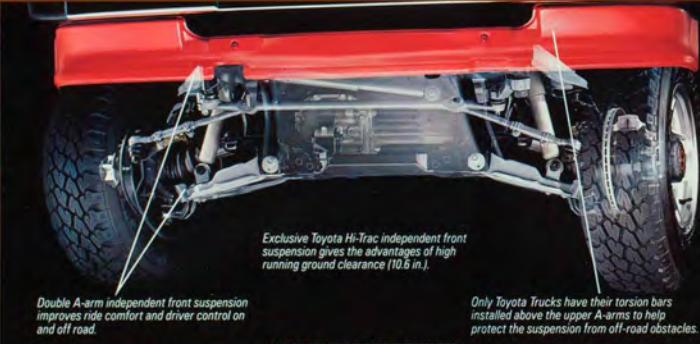


4x4 STANDARD BED TURBO
Shown in Red

PERFORMANCE



GAS-TURBO ENGINE



Double A-arm independent front suspension improves ride comfort and driver control on and off road.

HI-TRAC INDEPENDENT FRONT SUSPENSION

Exclusive Toyota Hi-Trac independent front suspension gives the advantages of high running ground clearance (10.6 in.).

Only Toyota Trucks have their torsion bars installed above the upper A-arms to help protect the suspension from off-road obstacles.



TURBO SRS FULL INSTRUMENTATION



OPTIONAL SUN/MOONROOF WITH REMOVABLE SHADE

SPRITED
The sporty SR5 Turbo features full instrumentation, power steering, tilt steering wheel with memory, and 7-way adjustable driver's Sport Seat. You can equip your Toyota 4x4 with a wide selection of options, including a sun/moonroof.



TURBOCHARGED
The 4x4 Gas-turbo SR5 and SR5 Standard Bed Turbo have the only gas-turbo engines available in a compact truck. The 2.4 liter turbocharged SDHC engine gives you more turbocharged muscle for your toughest jobs.



UPPER TORSION BAR



HIGH GROUND CLEARANCE



TOUGH
4x4 trucks with a 5-speed manual transmission can tow up to 3500 lbs.*

AGILE
Toyota 4x4s have three skid plates for undercarriage protection of front suspension, fuel tank and the transfer case. Hi-Trac independent front suspension gives 10.6 in. running ground clearance.



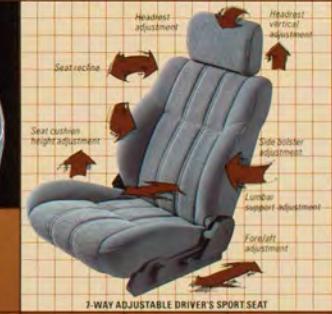
5-SPEED MANUAL OVERDRIVE TRANSMISSION WITH 2-SPEED TRANSFER CASE



ELECTRONICALLY CONTROLLED 4-SPEED AUTOMATIC OVERDRIVE TRANSMISSION



TIPT STEERING WHEEL



For further information on features and options, see pages 10, 11, 22 and 23.



INTERIOR TIE-DOWN HOOKS

DOUBLE-WALL BED CONSTRUCTION

DURABLE
All 4x4s feature durable double-wall bed construction and built-in tie-down loops.

*Not to exceed combined GVWR of 7000 lbs., with manual transmission. Light bar not supplied by Toyota nor intended for occupant safety.



4X2 TRUCK

DESIGN

OUTSTANDING

GET-AWAY TRUCKS

If you want to get away from it all, and want to do it with extra room and extra punch, then Toyota's 4x2 Gas-Turbo SR5 Xtracab Sport Truck is an outstanding choice: it's the only gas-turbo 4x2 in the compact truck market. It provides all the room of the Xtracab. A tough 2.4 liter electronically fuel-injected turbocharged engine produces a hefty 135 hp. And it comes equipped with a smooth-shifting 5-speed manual overdrive transmission that's efficient and easy on the engine.

SPORTY STYLING

The Turbo SR5 Xtracab Sport Truck's styling is as impressive as its performance, with new metallic accent stripes to highlight its brilliant metallic paints. And when you've got loads to haul, there's a 6-ft. bed out back. It comes standard with handy internal tie-down hooks for securing cargo and is double-walled for extra strength. For loading at night, a convenient exterior deck lamp lights up the bed.

Inside, the 7-way adjustable driver's SR5 Turbo Sport Seat is covered in woven cloth. Standard features also include: padded steering wheel, cut-pile carpeting, fabric headliner, sun visors and fully-upholstered door panels. Toyota's Xtracab gives you spacious room behind the seat. There's even a handy cargo shelf. And, the Turbo SR5 comes equipped with an electronic AM stereo/FM/MPX tuner with cassette as standard equipment.

You'll appreciate this fun-loving standout truck that comes with good looks and traditional Toyota quality.

Shown with optional equipment. See page 20 for details.



GAS-TURBO SR5 XTRACAB SPORT
Shown in Silver Metallic

**STANDOUT DELUXE TRUCKS!**

Toyota has several 4x2 trucks that let you work and play in style: the Long Bed Xtracab Deluxe and Long Bed Deluxe are just two. They give you more standard payload than any other trucks in their class, 1640 lbs.* There's room for you and room for your load, whether it's bales of hay, antiques or two-by-fours to build that family room.

PLENTY OF HORSES

Up front, you'll find one of the most powerful standard engines in any compact truck. This 2.4 liter SOHC powerhouse has proven reliability and puts out 103 hp and 133 ft-lbs of torque—reliable horsepower for getting the chores done.

When it comes to hauling heavier loads, the standard 5-speed manual overdrive transmission will tow a trailer up to 3500 lbs.* An optional 4-speed automatic overdrive transmission fea-



2.4 LITER SOHC ENGINE

tures a column-mounted shift lever. And, all Toyota Trucks are built on full-box frames for extra strength and rigidity. Torsion-bar front suspension and rear leaf springs give a comfortable ride, even with full loads.

ROOMY

Toyota Deluxe Trucks give you plenty of room for comfort as well as convenience. The Long Bed Xtracab Deluxe features both the added space of the Xtracab plus a longer cargo bed. You get comfortable bucket seats, plus more leg room than most other trucks. That's Xtracab



REMOVABLE CARGO SHELF

room for storage behind the seat, and even a handy cargo shelf.

Toyota Deluxe Trucks are affordable and well-equipped. Standard equipment in the Deluxe interiors includes fully trimmed doors, with soft, woven cloth on reclining contoured bucket seats for the Xtracab Deluxe and a tilt-forward bench seat for the Long Bed Deluxe. You have easy-to-read instrumentation in a padded dash; there's even a low-fuel warning lamp. Tune in your favorite station on the optional electronic AM stereo/FM/MPX tuner with cassette.

XTRACAB DELUXE CONVENIENCE PACKAGE INTERIOR
Shown in Gray Cloth**LONG-BED VERSATILITY**

The Long Bed Deluxe features an 86.4-in. cargo bed for big loads. Double-wall bed construction is standard. Standard internal tie-downs help secure your cargo, and a one-touch tailgate release makes for fast unloading. There's a large, strong rear axle housing with enough muscle to haul your load, while power-assisted ventilated front disc/rear drum brakes have the muscle to help stop you securely.

With a Toyota Deluxe Truck, you have economy, style, carrying capacity and durability. The Toyota Long Bed Deluxe and Long Bed Xtracab Deluxe Trucks are good reasons why Toyota is America's number-one-selling compact truck.

*Including occupants, equipment and cargo.

**Not to exceed combined GVWR of 6500 lbs. with manual transmission.

¹Ward's Automotive Reports, calendar year 1985 combined compact pickups.

Shown with optional equipment. See page 20 for details.

LEADERLONG BED XTRACAB DELUXE AND LONG BED DELUXE
Shown in Dark Gray Metallic and in Light Blue Metallic



STANDARD BED INTERIOR
Shown in Gray Vinyl

DEPENDABLE



STANDARD BED
Shown in Red

RUGGED ECONOMY

Toyota's Standard Bed Truck handles the big jobs with reassuring efficiency. In fact, the Standard Bed's payload of 1640 lbs.* is the highest standard payload of any compact truck. Its towing capacity is 3500 lbs.** Other compact trucks can't handle anywhere close to that weight. With a tough 2.4 liter engine, you'll have 103 hp working for you. And the Standard Bed matches its economical purchase price with extended maintenance schedules and good fuel economy!

But there's no shortage of standard features in this economical worker: adjustable tilt-forward full bench seats, dual armrests, mist-cycle windshield wipers, full-box frame and power front ventilated disc brakes help ease the hardest working day. There's also a one-touch tailgate available with optional double-wall bed.

The Standard Bed's rugged exterior styling and styled steel wheels make it a truck you can be proud to own at a very affordable price.

When you need extra cargo length, pick the Long Bed Truck and for even more cab room, choose the Long Bed Xtracab. They have double-wall beds and one-touch tailgate releases.

EXTRAS

A long list of options for the Toyota Standard Bed lets you customize the truck to your own needs. If you choose the 4-speed automatic overdrive transmission, you'll get a column-mounted shift lever for extra convenience. You can select air conditioning or several sound systems, including an electronic AM stereo/FM/MPX tuner with cassette.

*Including occupants, equipment and cargo.

**Not to exceed combined GVWR of 5500 lbs. with manual transmission.

See mileage statement on page 21 for details.

Shown with optional equipment. See page 20 for details.

WORK TOUGH

POWERFUL FEATURES

Powerful features like a standard payload of 2655 lbs.¹ and 116 hp from a 2.4 liter engine make the 1 Ton standard on the 1 Ton. A 5-speed manual overdrive transmission is standard, or select the optional column-mounted shift with automatic overdrive transmission.



ELECTRONIC FUEL INJECTION



DOUBLE-WALL BED CONSTRUCTION

HEAVY HAULER

Towing capacity on all Toyota 2WD Trucks is 3500 lbs.* For really big jobs, pick the 1 Ton with optional Towing Package that allows you to tow up to 5000 lbs! Definitely a heavy-hauler.

*With manual transmission not a crew cab combined GVWR of 6800 lbs.

¹With manual transmission not a crew cab combined GVWR of 6800 lbs.

COLUMN-MOUNTED AUTOMATIC SHIFT SELECTOR

POWER STEERING



FULL-BOX FRAME

SOLID

Toyota Trucks are built solid. Rugged full-box frames come with torsion bar front suspension for a smoother ride.

For further information on dealers and options, see pages 26, 27, 28 and 29.



1 TON WITH OPTIONAL TOWING PACKAGE



1 TON
Shown in White

DUAL REAR WHEEL
LONG WHEELBASE STAKE BED



DUAL REAR WHEEL CAMPER CAB CHASSIS

FEATURES

PAYOUT CAPACITY



RUGGED 1 TON CAPACITY

Toyota's 1 Ton is the only compact truck with a payload capacity—2655 lbs.—that out-works the mid-sized trucks. It has one of the largest GVWRs of its class, and with its optional Towing Package, towing capacity reaches 5000 lbs! *Trailer Boats!* magazine found the Toyota 1 Ton the best tow vehicle, outperforming all trucks tested with a 5000-lb. towing capacity!

Standard with the 1 Ton is the innovative 2.4 liter 116 hp fuel-injected engine. Behind the spacious cab is a 7-ft. 2.4-in. bed with double-wall construction, tie-down hooks, heavy-gauge steel floor and one-touch tailgate.

Also standard on the 1 Ton is heavy-duty front and rear suspension and a rear load-sensing proportioning valve. Choose 5-speed manual overdrive or optional column-mounted 4-speed automatic overdrive transmission.

OUT OF THE ORDINARY

If you have special requirements, you'll find a Toyota Cab/Chassis that will fit your needs. There are single and dual rear wheel 112-in. chassis or a dual wheel 137-in. chassis that offer both the longest wheelbase and, at 5500 lbs,¹¹ the highest GVWR in its class. Like the 1 Ton, their 2.4 liter electronically fuel-injected engines develop 116 hp. You can choose either 4-speed manual transmission or 4-speed automatic overdrive transmission with column-mounted shift lever.

No matter which work-tough Toyota Truck you choose, you know it'll work right for you.

*Including occupants, equipment and cargo.
¹Manual transmission with optional Towing Package only. Not to exceed a combined GVWR of 6800 lbs. Requires an additional 5000-lb. weight-carrying frame-mounted class III tow hitch.

¹¹Trailer Boats! October, 1985.

¹Not to exceed combined GVWR of 6800 lbs. with manual transmission.



DIMENSIONS



STANDARD BED

XTRACAB

LONG BED

LONG BED XTRACAB

THE RIGHT STUFF

From 4x2 to 4x4, Toyota offers a truck that's a perfect fit for your needs. Choose your cab: Xtracabs give you room to stretch. Choose your size: both 6-ft. and 7-ft. beds are available.



4-WHEEL DRIVE



4-WHEEL DRIVE

CAB/CHASSIS
Choose your wheelbase: Cab/Chassis has either a single or dual rear wheel axle in the 117-in. wheelbase model; the 137-in. wheelbase model has dual rear wheels.



DUAL REAR WHEEL CAB/CHASSIS



2-WHEEL DRIVE



2-WHEEL DRIVE

OPTIONS



SLIDING REAR WINDOW

CRUISE CONTROL

SELECTION

Toyota Trucks can be equipped with a broad selection of options, including a broad choice of bumpers. Choose chrome contoured, black tube, heavy-duty step or black or chrome one-piece bumpers.



THE TOYOTA TOUCH

The Toyota Touch is our commitment to give you more satisfaction and to design and produce the best trucks in the industry. It means we're looking out for you. And it means the extra effort that is the Toyota Touch is evident every step of the way.

Results of the Toyota Touch have been measured by a national independent survey. Toyota Truck owners are more satisfied with their vehicles than owners of any other make of compact truck, and are more likely to stay Toyota owners.*

Toyota provides a 1-year/12,500-mile basic new vehicle limited warranty and a limited powertrain warranty of 3 years/36,000 miles. Electronic and computerized components on Toyota vehicles have a 3-year/36,000-mile limited warranty. Emission-control devices have a 5-year/50,000-mile warranty, and there is a 5-year/unlimited-mileage corrosion perforation warranty**.

Toyota is a leader in automotive design and technology. Only Toyota offers a gas-turbo truck in direct response to your need for exceptional durability, economy and responsive performance in a quality truck.

The Toyota Touch is our way of doing business with you.

Get More From Life...Buckle Up!

*J.D. Power & Associates 1986 Compact Truck DS.

**See your Toyota dealer for warranty details.