

SATISFACTION

**THE
TOYOTA TOUCH**

Toyota Touch is the philosophy that customer satisfaction is our most important goal.

You experience the Toyota Touch when you enter a Toyota showroom and are greeted with courtesy and respect. The Toyota Touch means that buying a Toyota must be as reassuring and satisfying as owning a Toyota. The experience continues after you buy your Toyota: courtesy and competence combine to assure your complete service satisfaction.

Toyota has earned its reputation for delivering outstanding product satisfaction by providing only the highest quality vehicles that meet your expectations.

Toyota's commitment to quality and customer satisfaction is reflected in its sales leadership. Toyota builds the #1 selling import trucks,* #1 selling compact 4x4 pickup** and the most trouble-free compact 4x4 sold in the United States.*

To help assure continued satisfaction, Toyota provides a toll-free number that you can call if you should have any questions. From any location in the continental United States, just call us at 1-800-331-4331.

The Toyota Touch is our commitment to satisfy you every step of the way. It's important to you. It's important to us.

36-month/36,000-mile basic new vehicle limited warranty that applies to all components, other than normal wear and maintenance items (such as tires and battery). Toyota provides a 5-year/50,000-mile limited emission-control device warranty and a 5-year/unlimited-mileage corrosion perforation warranty. See your local Toyota Dealer for details.

GET MORE FROM LIFE...BUCKLE UP!

*Wards' Automotive Report, calendar year 1987.

**F.I.L. Preliminary Registrations, 4x4 compact pickups, CYTD, September 1987.

¹J.D. Power & Associates 1987 Compact Truck CSI—Customer Satisfaction with Product Quality and Dealer Service.

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE?

■ NEW 36-MONTH/36,000-MILE
TOYOTA LIMITED WARRANTY.

For 1988, Toyota introduces a

TRUCKS



TOYOTA

F R E E D O M

S R 5

THE POWER TO GO BEYOND THE CROWDED REALMS OF
CIVILIZATION. POWER TO GO WHEN NATURE CONSPIRES TO MAKE TRAVEL
AN ORDEAL FOR LESSER VEHICLES. THE POWER TO BE FREE.



4x4 Xtracab SR5 V6
Shown in Red

Shown with optional equipment

4x2 TRUCKS

POWERFUL

Brand-new for 1988 and unlike any other engine made is Toyota's very special V6, created specifically for truck applications. From the very start, this engine was designed for off-road dominance. Yet equally as remarkable is the on-road performance of this special V6.

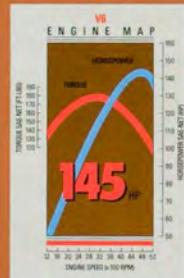
= ADVANCED V6 POWER. Smooth and efficient, the new Toyota V6 is the most advanced compact 4x4 V6 engine anywhere. Overhead cams act directly on the valves to eliminate the power-robbing weight of rocker arms and pushrods. The intake manifold is tuned to flatten the torque curve for better low and mid-range performance. The fan is shrouded for maximum cooling.



V6 Engine



at low engine speeds, the most critical range for 4WD operation. Electronic fuel injection offers



more efficient power management to extend off-road range. A sophisticated knock-control sensor automatically adjusts to the octane rating of available fuel. Regular unleaded fuel provides 145 hp and 180 ft-lbs of torque.

= INCREASED HORSEPOWER. With better fuel, you get even more: premium unleaded lifts the output to boost the performance.

Toyota's new V6: big on power, big on torque.

= FULL LINE. Whatever your needs, a complete selection of Toyota 4x4's is ready to handle them. And each one, from the luxurious Xtracab SR5 to value-packed Deluxe and affordable Standard Bed models, is available with the powerful new V6.

= DELUXE MODELS. It's a wide world inside, with luxury, comfort, and spacious seating in both Xtracab Deluxe and Long Bed Deluxe. Whether fitted with the optional new V6 or the efficient 115-hp 4-cylinder SOHC EFI engine, Deluxe models are at home away from home on those weekends in the backcountry.

Advanced technology and power, unexpected comfort, and dependable quality provide unequalled value. On road and off, Toyota 4x4's deliver.

4x4 Xtracab Deluxe V6
Shown in Back

Shown with optional equipment

COMFORT

Just as the mechanical requirements of 4x4 operation place special demands on truck engineering, so does the critical interface of man and machine inside the cab. To Toyota, crawling down a shale-filled rock chute or flattening whoop-de-dos on a desert trail should be as enjoyable as cruising the highways.

■ INTERIOR COMFORT. Controls and instruments inside the 4x4 SR5 are placed just where you naturally expect them. The full



SR5 Full Instrumentation



instrumentation always keeps you informed. Standard cloth reclining split bench seat provides comfort and three-across seating. The tilt wheel adjusts to your preferred driving position. An AM/FM stereo electronic tuning radio is standard.

■ XTRA ROOM. With any SR5 model, you will find a large glove box and map pockets on the doors. On the Xtracab, you get even more—storage area with removable cargo shelf behind the seats for coolers and camping gear plus large mesh pockets on the back wall of the cab.

■ OPTIONS ABOUND. Set up the SR5 your way with options such as 7-way adjustable Sport Seat Package with center storage console, air conditioning, cruise control, sun/moonroof, and a Toyota premium sound system. There's an optional Power

Package, including power windows, power door locks, power antenna, and power remote rearview mirrors. And controls are well integrated into the special door trim.



No matter what your driving adventures in the Toyota 4x4 SR5, you'll come away refreshed and ready for more.



Xtracab SR5 Sport Seat Interior
Shown in Gray Cloth



CLASSIC



Here is the legend, the truck that blazed a new trail for recreational driving and became the standard by which other trucks are judged. The spirited 4x4 Standard Bed, Toyota's most affordable off-roader, is loaded with value, front to rear.

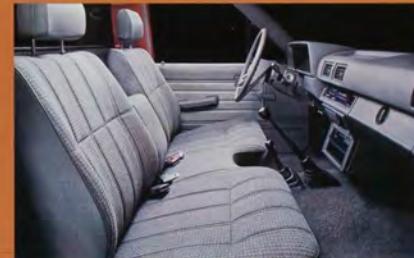
■ HIGHER AUTHORITY. Power is from the smooth, 2.4-liter overhead cam electronically fuel-injected engine that delivers an impressive 116 hp. Or you can have your 4x4 Standard Bed with the optional all-new 145-hp V6. Underneath is Hi-Trac independent front suspension, leaf-spring rear suspension, power front ventilated disc brakes with rear drums. Big P225/75R15 Mud & Snow radials are ideal for ski trips or reaching remote boating and camping areas. Out back is a double-wall 75-in. bed with internal tie-down hooks and one-touch tailgate convenience.

■ STANDARD COMFORT. A full-width vinyl bench seat in the Standard Bed provides ample room for three on those long get-away trips, yet has the durability to stand up to tough treatment.

■ STANDARD BED. Loaded with options or left as is, it's ready for anything. Your 4x4 Standard Bed

the 5-speed manual overdrive transmission. For effortless off-roading or easy cruising, choose the optional ECT 4-speed automatic overdrive transmission.

Grille guard not supplied by Toyota. Toyota assumes no responsibility for materials, safety or design of this accessory. Light bar not supplied by Toyota nor intended for occupant safety.



lets you enter the truck world behind the wheel of the classic.

■ 4x4 LONG BED DELUXE. For more cargo space and extra fun, the 4x4 Long Bed Deluxe has a 7-ft. (86.4-in.) bed. The Long Bed's cab has a fabric-covered split-back bench seat for three-across seating. With the 4x4 Long Bed Deluxe, you get the 2.4-liter 116-hp electronically fuel-injected engine. Or you can have your 4x4 Deluxe with the optional 145-hp V6. Standard is



4x4 Long Bed Deluxe (Shown in Dark Gray Metallic)

1 Quiet, smooth, efficient 2.4-liter SOHC fuel-injected engine is an advanced and proven design. It produces a powerful 116 hp and 140 ft-lbs. of torque with most of it coming at lower engine speeds where trucks can use it to their best advantage.

2 Choose the optional electronically controlled 4-speed automatic overdrive transmission for treading smoothly over the most uncivilized terrain or gliding effortlessly through snarled traffic. The shift lever is located on the floor for easy reach and added convenience.

3 Toyota's advanced suspension technology blends state-of-the-art features. Double A-arms provide superior ride and control, while the exclusive Hi-Trac independent front suspension gives a running ground clearance of 10.6 inches.

4 Upper torsion bars are located far out of reach from off-road obstacles to avoid damage, and ventilated front disc brakes resist fade on those downhill runs. Manual-locking front hubs are standard. It's the extra margin of Toyota engineering that translates into superior Toyota reliability and value.

5 Toyota's true grit comes through with a double-wall bed made for serious work or serious fun, whether heaped with a load of steel girders or packed double-wall to double-wall with ATVs. Standard internal tie-down hooks help keep your load in place and a one-touch tailgate makes it all so easy.

6 Toyota 4x4's can take on the best of the backcountry. Skid plates protect the front suspension, fuel tank, and transfer case. Exclusive Toyota Hi-Trac independent front suspension gives towering ground clearance. P225/75R15 steel-belted radial Mud & Snow tires offer excellent traction.

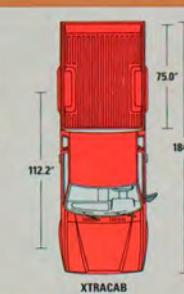
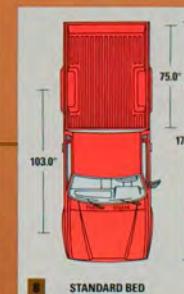
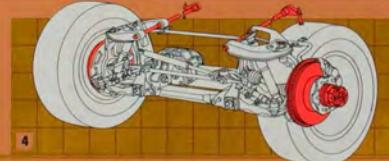
7 3500-lb. towing capacity* gets your boat or trailer to those hushed lakes and hideaways far from the crowd without even a deep breath from your 4x4. GVWR rating of 5080 lbs.* is a measure of Toyota strength, among the highest in its class, and when combined with this truck's agility off the road, a new world awaits you.

8 Tackle any task with a Toyota model designed for your unique demands. For maneuverability, economy, and the classic style that started it all, choose a 75-in. bed length with a regular cab. For more room up front, look into the Xtracab with a 75-in. bed length. For even more cargo room, the 86.4-in. Long Bed is for you.

*With manual transmission, not to exceed GVWR of 7000 lbs. Requires additional 3500-lb. weight-carrying frame-mounted class II tow hitch.

For further information on features and options, see pages 12 and 13.
Light bar not supplied by Toyota nor intended for occupant safety.

DURABLE



C I V I L I Z E D

S R 5

STYLE AND COMFORT TO CIVILIZE TRUCK-SIZED TASKS.

CAPACITY AND PERFORMANCE TO TURN ALL RECREATION INTO ADVENTURE.

TOYOTA REDEFINES THE WORLD OF TRUCKS.



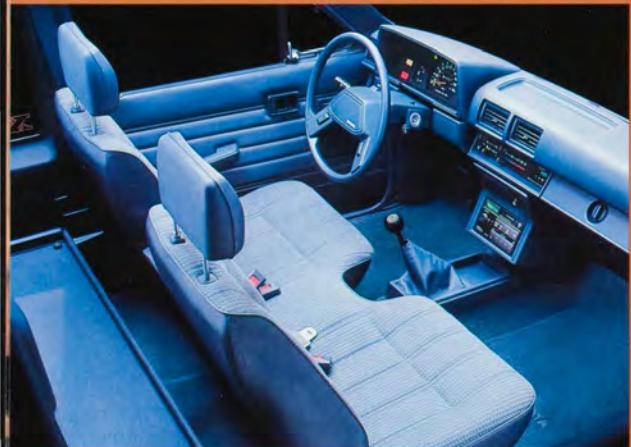
Xtracab SR5

Shown in Silver Metallic

Shown with optional equipment.

SPACIOUS

Capacity and quality are engineering bywords in the inspired design of Toyota's 4x2 Long Bed models. The result is a truck with the most massive standard payload in its class, a whopping 1640 lbs.* In addition to its capabilities, you get a spacious environment with either the luxurious SR5 or the comfortable Deluxe interiors. Spaciousness, combined with Toyota reliability, makes the Long Bed an ideal choice in its class.



Xtracab Deluxe Interior (Shown in Blue Cloth)

■ VAST CAB. Stretch your legs in the Xtracab Long Bed Deluxe with a full 43.7 inches of leg room. Get extra room behind the seat for additional storage. A handy, removable cargo shelf expands storage capabilities.

■ DELUXE INTERIOR. Toyota's Xtracab Long Bed Deluxe has standard reclining bucket seats with cloth trim. The Long Bed Deluxe features a tilt-forward bench seat with comfortable three-across seating.

A padded dash has highly visible instrumentation, including a low fuel level warning light. All controls are conveniently placed for easy, fingertip access.

■ SR5 LUXURY. Get all the comfort and convenience of a Deluxe, plus even more luxury when you select an Xtracab SR5 with the Sport Seat Package. Bucket seats with contoured seat cushions and side bolsters cradle you in comfort. You also get full instrumentation, a tilt wheel, and an AM/FM stereo electronic tuning radio as standard equipment. For convenience, the Xtracab SR5 features a large glove box, map pockets on the doors, and large mesh pockets on the back cab wall.

■ CHOICE OF POWER. Deluxe models are powered by one of the most capable standard engines in any compact truck, producing 103 hp and 133 ft-lbs of torque. The SR5 has the added power of a 116-hp electronically fuel-injected engine.** For even more excitement, choose your SR5 with the 135-hp turbocharged engine.

■ DURABLE. Big-load capability is built into the Long Bed Deluxe, beginning with a full 86.4-in. bed. For durability, it uses standard double-wall construction with interior tie-downs, a one-touch tailgate release, a sturdy full-box frame, torsion-bar front suspension, and heavy-duty rear leaf springs.

Just as the Long Bed can carry it all, it also surrounds you with value and Toyota quality.

*Including occupants, equipment and cargo.

**Also available on Deluxe 4-speed automatic overdrive transmission models.



Xtracab Long Bed Deluxe and Long Bed Deluxe
Shown in Dark Gray Metallic and Light Blue Metallic

Shown with optional equipment.



VERSATILE



Affordability, traditional Toyota quality, and the ability to adapt to any transportation need are what singled out Toyota's 4x2 Standard Bed as the Gold Standard in trucks. When you're up against the choice of a commuter, a recreational vehicle or a work truck, the Standard Bed puts all three into one vehicle.

CAPABLE. This is the truck that expands your transportation capabilities. Its economy makes it a logical commuter, its capacity makes it the ideal recreational vehicle, and its durability and power handle your tough work loads. The Standard Bed is Toyota's lowest-priced truck, but it's loaded with the same engineering details you'll find in the rest of Toyota's Truck line.

■ **TOUGH.** With the same hefty rear leaf springs, torsion-bar front suspension, and rigid full-box frame as the rest of Toyota's industry-leading trucks, it won't even flinch when a 1640-lb. payload* is hauled—the highest standard rating in its class—or a 3500-lb. boat or camper is hooked up for towing.**

■ **LOW MAINTENANCE.** With its powerful 2.4-liter 103-hp SOHC engine and strong, smooth 4-speed manual transmission or optional 5-speed manual overdrive, the Standard Bed is a real standout for low maintenance and high mileage.†

■ **FULL-WIDTH SEAT.** The Standard Bed interior welcomes you with comfort, yet is ready for adventure. The durable, forward-tipping bench seat holds three across.

Whether helping friends move or

hauling your bikes to the open country, the Standard Bed is the runaway favorite. And if you're serious about value, demanding about engineering, smart about cost, and enthusiastic about fun, Toyota's Standard Bed will help make it enjoyable.

M I L E A G E

23 CITY MPG
27 HWY MPG

*Including occupants, equipment, cargo.
**With manual transmission, not to exceed GCWR of 6500 lbs. Requires additional 3500-lb. weight-carrying frame-mounted class II tow hitch.
†1988 EPA estimated mileage figures shown for California for Standard Bed with 4-speed manual transmission. See page 25 for complete information.

1640 LBS.
PAYOUT[®] CAPACITY



W O R K A H A U L I C

When the work world throws you everything it has, you need a workaholic like Toyota's 1 Ton to handle the job. Its 2655-lb. payload* is the strongest of any truck in the compact or mid-size classes. With the Towing Capacity Option, it will pull up to 5000 pounds.**

■ CAPACITY. The foundation for the 1 Ton's strength is a long list of rugged standard features. The 1 Ton has a heavy-duty torsion bar front suspension system. At the rear, the 1 Ton is equipped with heavy-duty leaf springs. You will also find heavy-duty power-assisted front disc/rear drum brakes and a load-sensing proportioning valve for maximum braking performance under varying load conditions. Your cargo is

secure in a 7-ft. 24-in. bed with a heavy-gauge steel floor, double-wall bed construction, and internal tie-down hooks. A one-touch tailgate makes loading convenient.

■ POWER. Muscle for this workaholic is a powerful 2.4-liter electronically fuel-injected engine



that puts out 116 hp and 140 ft-lbs of torque. Connected to a standard 5-speed manual overdrive transmission and a heavy-duty differential, the 1 Ton is truly a tireless worker.

■ WORK IN COMFORT. Toyota's total design for man and machine keeps you comfortable while you're working. Optional power steering is available, as is a 4-speed automatic overdrive transmission with column-mounted shift lever. Order more comfort by selecting the Convenience Package, which includes a cloth split-back bench seat with comfortable foldable center armrest plus digital quartz clock. When you order the Convenience Package with a manual transmission,

you will also get a tilt steering wheel and full door trim. Still another option, the Functional Upgrade Package adds tinted glass to reduce the sun's glare and side-vent windows for added ventilation.

If you need a truck with a big appetite for work, the 1 Ton is the one that means business, durability, comfort, and economy.

■ TAILOR-MADE. For special needs and commercial heavy-hauling requirements, the available Cab/Chassis models combine many of 1 Ton's features. Single or dual-rear wheel axles and wheelbases of 112 in. or 137 in. (with stabilizer bar) accommodate stake beds, campers, utility beds, or cube van bodies.



*Including occupants, equipment and cargo.

**With manual transmission, not to exceed GCWR of 8500 lbs. Requires an additional weight-carrying frame-mounted class III tow hitch.

**5000
LBS.
TOWING**
CAPACITY**



1 Ton (Shown in Dark Blue)



1 Ton

Shown in White

Shown with optional equipment

1 Choose any combination from Xtracab to regular cab and either 6-ft. or 7-ft. bed. Overall width of 66.1 in. allows plenty of shoulder room for three-across seating, and a tread width of 53.3 in. provides a sturdy stance for the biggest payload in its class—1640 lbs.*

2 Toyota tough from inside out. It all begins with the inner strength of a full-box frame, supported by a torsion bar front suspension with a stabilizer bar and a stout leaf-spring rear suspension. It is a durable design that reflects Toyota's dedication to quality and reliability.

3 Advanced 2.4-liter SOHC fuel-injected engine delivers an efficient 116 hp and 140 ft-lbs of torque for response throughout the RPM range, especially at the low end where trucks need power the most.

4 Toyota value begins with quality and continues with its famed fuel economy.* The 2.4-liter overhead cam engine with 5-speed manual overdrive transmission is rated 25 on the highway and 21 in the city.**

5 Toyota's 3500-lb. towing capacity* is among the highest in its class. Big loads are pulled with little effort and great economy by the reliable 2.4-liter engine. Torsion-bar front suspension and rugged leaf-spring rear suspension are built to take it.

6 Double-wall bed construction takes heavy-duty work or recreation seriously. This extra reinforcement is standard on most models and comes with a one-touch tailgate release for quick loading.

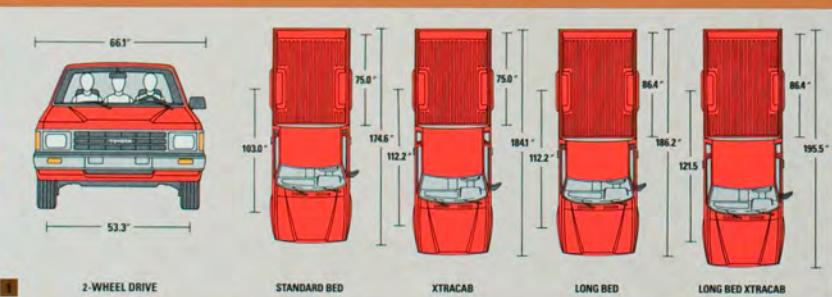
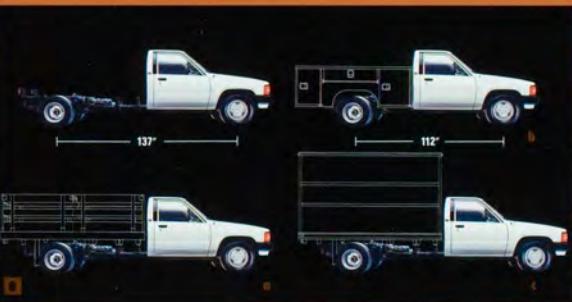
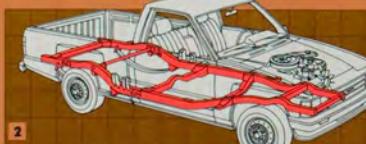
7 Tie-down hooks in double-wall beds help keep your cargo under control and protect the insides of the box from damage.

8 The versatile Cab/Chassis fits your work requirements to a Toyota "T." Some uses are:

- (a) stake bed, (b) utility bed, or
- (c) cube van. Choose from single or dual-wheel rear axle and 112 or 137" wheelbase. Standard drivetrain is the brawny 116-hp 2.4-liter EFI engine with rugged 4-speed manual transmission or optional 4-speed automatic overdrive transmission.

*Including occupants, equipment, cargo
**1983 EPA estimated mileage figures shown for California for 4x2 trucks with 5-speed manual overdrive transmission. See page 25 for complete information.
*4x2 trucks with manual transmission, not to exceed GCWR of 6500 lbs. Requires an additional 3500-lb. weight-carrying frame-mounted class II tow hitch.
For further information on features and options, see pages 24 and 25.

CAPABLE



Shown with optional equipment.

1 Toyota's air conditioning system keeps the stress of weather outdoors and lets you work or play in cool comfort.

2 Add an extra dimension of enjoyment to your Toyota driving experience with an AM/FM stereo electronic tuning radio with auto-reverse cassette.

3 Surround yourself in concert-hall sound with the Technics® AM stereo/FM stereo electronic tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer and four speakers.

4 The Cruise Control Package is available on selected models. It includes cruise control for effortless highway travel, variable intermittent wipers/washers, and a "headlamp-on" warning system.

5 Toyota 4x4's are given high-styled individuality when ordered with rugged aluminum alloy wheels.

6 High-tech 7-spoke alloy wheels for 4x2's reflect your sense of style.

7 You have the most desired truck in the industry, and Toyota assists you in keeping it safe and secure with the Intrusion Monitoring System that helps deter tampering or theft.

8 Optional Deluxe chrome mirrors swing out of the way for protection and provide an extended viewing image for greater visibility while maneuvering.

9 Dress up your Toyota with the fashionable Black Paint Package. Add the sporty 4x4 Chrome Package, which includes chrome front and rear bumpers and grille.

10 Bring the outdoors indoors with the sun/moonroof. It can be partially opened or removed completely and is tinted to keep out the heat and glare during the day but let in the stars at night.

11 Sliding rear window with center-opening panes allows fresh-air ventilation and access to the bed or camper.

12 Fit your work purpose or make a style statement with (a) chrome contoured bumper, (b) black tube bumper, (c) heavy-duty step bumper, or (d) one-piece chrome bumper. A black painted bumper is also available.

*Technics is a trademark of the Matsushita Electric Industrial Co., Ltd. For further information on options, see pages 12 and 24.

A D A P T A B L E

