

S A T I S F A C T I O N

THE TOYOTA TOUCH

The Toyota Touch is our commitment to your total satisfaction. And a simple way of saying we want your experiences with Toyota products and personnel to be the very best.

The Toyota Touch originates with quality in the design and production of each and every new vehicle. From drawing board to final delivery—hard work, attention to detail and intense personal pride are the rules, rather than the exceptions.

The Toyota Touch is further evidenced at each dealership, where salespeople are known for their courtesy and integrity. Where Parts and



Service personnel are among the most capable and conscientious you'll find. Their many years of experience, backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service.

Considering the quality that's behind every car we sell, it's no wonder a Toyota has been rated the most trouble-free new car sold in America—for two years running.*

*1987, 1988 Toyota Corolla. Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be as satisfied tomorrow as you are today. This promise is solidly backed by a no-nonsense 36-month/36,000-mile basic new vehicle limited warranty that applies to all components other than normal wear and maintenance items. Toyota also provides both a 5-year/50,000-mile limited emission-control device warranty, as well as a 5-year/unlimited-mileage corrosion perforation warranty.

Should you have questions about Toyota vehicles, warranties or service, contact the Customer Relations Manager at your local Toyota dealer. For additional information, you may also call Toyota's Customer Assistance Center at 1-800-331-4331—Mon.-Fri. 9 a.m. to 9 p.m. EST. After all, when you make such a major commitment, you expect nothing less. And neither do we.

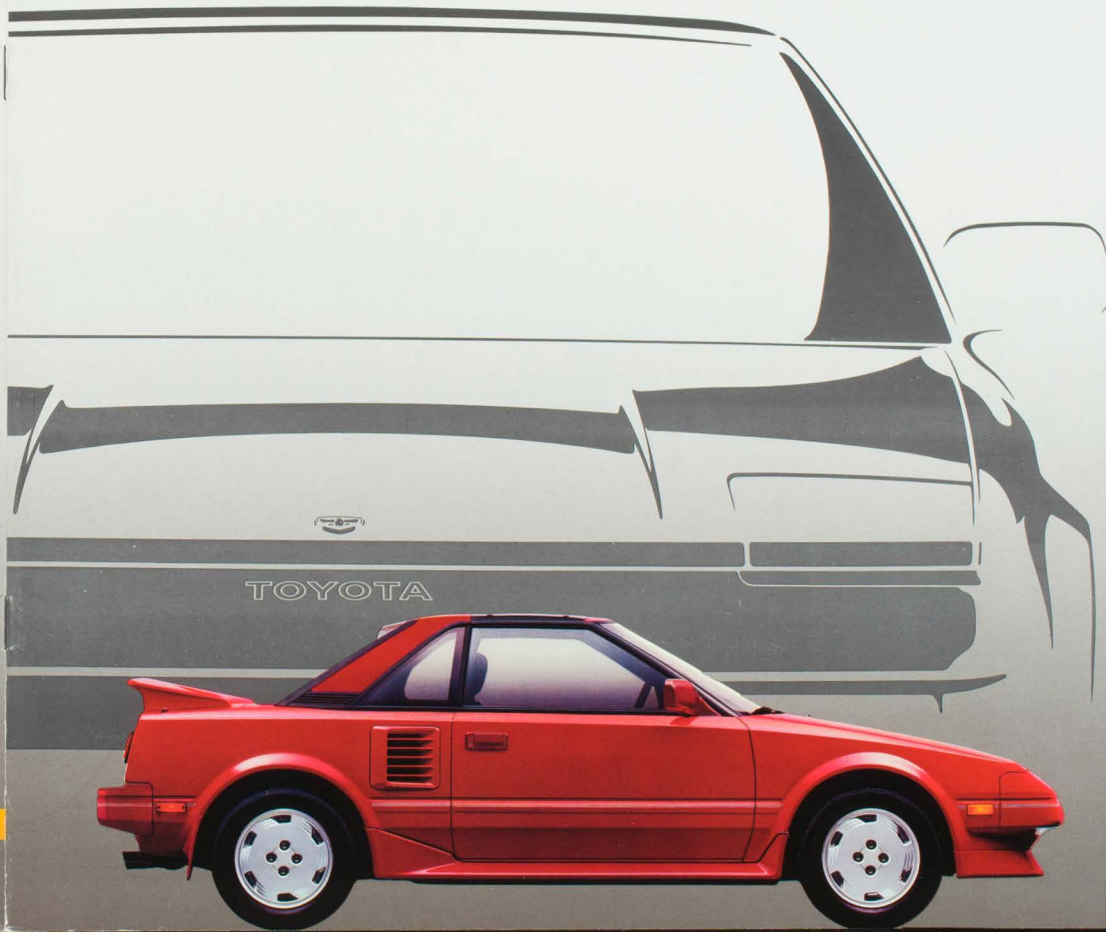
GET MORE FROM LIFE...BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

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TOYOTA

'8 9 M R 2



F U N T A S T I C

You've worked hard and now comes time for the reward. A wide-stance, low-to-the-ground, twin-cam 16-valve aero-styled pocket rocket that turns quick trips into instant excitement and long

rides into all-day adventures. The MR2's advanced 2-passenger mid-engine design—also available in potent MR2 Supercharged form—provides optimum weight distribution for rapid, responsive handling.

The aircraft-styled cockpit provides for your confident control and efficient comfort. And high levels of quality and value make it a reliable, rewarding means of personal transportation. And personal expression.



MR2 with T-Bar Roof
Shown in Black
Shown with optional equipment.

A E R G O N O M I C

Off the line, down the straights and around the curves, the aerodynamic mid-engine MR2 generates g forces and excitement few others approach, let alone match. Built with the kind of advanced engineering that *Road & Track* magazine* called "a leap forward in technology," the MR2 treats you and your passenger to an aircraft-inspired cockpit designed for comfort and control. And transports you in a manner that turns even a quick trip into a high-performance adventure.

EXPERIENCE ERGONOMICS

Recline on the soft-touch high-back bucket seats and settle back in the snug comfort of MR2's sporty interior. Enjoy the luxury of the optional Performance Interior Package with 6-way

adjustable driver's Sport Seat, standard with the T-Bar Roof option and on MR2 Supercharged. And for the ultimately satisfying driving experience, choose the optional Leather Trim Seat Package.

TAKE COMMAND

In MR2's cockpit, all controls fall within easy, natural reach. Grab the gearshift for the manual or optional automatic transmission, resting comfortably beneath your hand. Angle the tilt wheel to your preference. At your fingertips are controls for the intermittent wipers/washers and the retractable halogen headlamps, while the pedal position allows spirited heel-and-toe driving. Scan the full instrumentation logically arranged in the ergonomic dash. A large analog tachometer and speedometer offer quick, easy viewing.



Leather Trim Sport Seat Interior
Shown in Black

ADJUST THE AMBIANCE

Power-booster Flo-thru ventilation is standard; dual-stage air conditioning is optional. Complementing the cockpit is a new integrated AM/FM stereo electronic-tuning radio that delivers clean, solid audio punch through a pair of full-range speakers.

CHECK THE VIEW

Open the optional sun/moonroof, or if you've chosen the optional T-Bar Roof, enjoy the breeze with the removable tinted glass panels stowed conveniently behind the seats. Buckle up and check the dual outside mirrors. Switch on the ignition. Slip it into gear. Hit the accelerator, and get ready for the most fun you'll ever have with your driving shoes on.

Full Instrumentation
Shown with optional equipment.

*October 1987

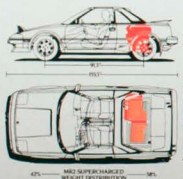


D Y N A M I C

If you want a 2-seat, mid-engine sports car with blazing performance, high reliability, and an adrenalin-boosting choice of supercharged or normally-aspirated powerplants, you have but a single option: a brand-new 1989 Toyota MR2.

POWER PLAY

With overhead cams and 16 valves, the MR2's efficient 1.6-liter engine puts out 115 hp and 100 ft.-lbs. of torque. Toyota Variable Induction



System (FVIS) offers lightning-quick throttle response. Electronic-ignition, fuel-injection, and air-intake systems maximize efficiency. 4-wheel independent suspension, quick-ratio steering and front stabilizer bar provide nimble, precise handling. MR2's mid-engine placement and near-perfect 44%/56% weight distribution yields a lateral acceleration of 0.85 g. The agile MR2 Supercharged has a 42%/58% weight distribution and a lateral acceleration of 0.92 g*—a truly impressive figure for street-legal vehicles.



4-wheel independent suspension provides exceptional handling.

BOOSTER STAGE

Blast off in the MR2 Supercharged pocket-rocket with its computer-controlled coupling/bypass system and an air-to-air intercooler. With a potent 145 hp and 140 ft.-lbs. of torque, it delivers the kind of power you'd expect in bigger, bulkier performance cars—without the excess baggage to haul around.

SPECIAL COMPONENTS

To handle the extra power, MR2 Supercharged has strong, forged aluminum pistons, a manual transaxle

with large clutch, a high-strength optional automatic transaxle, and a tandem brake booster. Also included is a rear stabilizer bar, wide aluminum alloy wheels, T-Bar Roof, full Aerodynamic Spoiler Package, and more.



PROOF POWERFUL

Built with traditional Toyota quality and unequalled pride, the 1989 MR2 and MR2 Supercharged deliver blazing-hot performance and more thrills per mile than anything in the class.

Twin-cam 16-valve performance is boosted by a belt-driven supercharger.

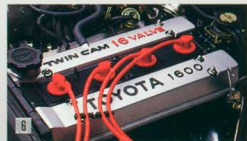
MR2 SUPERCHARGED PERFORMANCE	
ACCELERATION 0-60 MPH	6.82 sec.
LATERAL ACCELERATION	0.92 g
BRAKING 60-0 MPH	2.97 sec.

*Source: United States Auto Club Certified Performance Figures for 1988 Vehicles.

MR2 Supercharged Shown in Super Red. Shown with optional equipment.



F E A T U R E S



- 1 MR2's mid-engine design provides convenient front luggage space.
- 2 Ample storage capacity for your sports gear is provided in the rear luggage compartment.
- 3 A handy center console compartment, included in MR2's optional Performance Interior Package, is convenient for holding cassette tapes and other personal items.
- 4 For easy entry and exit, as well as providing a more comfortable driving position, a tilt wheel is standard on

the MR2. When included as part of the Performance Interior Package, it's covered in supple, glove-soft leather.

- 5 The standard MR2 is as stylish and fun as it is affordable, with a list of features that includes dual outside mirrors, wide protective side moldings, blacked-out exterior trim, flush-mounted windshield and side glass, and color-keyed headlamp protectors, bumpers and front air dam. (Shown in Dark Blue Pearl)

- 6 The advanced twin-cam 16-valve engine has power-efficient camshaft timing, low-restriction intake and exhaust manifolds, and special bi-directional fuel injector nozzles that keep torque and horsepower up and fuel consumption down.* The effect is pure, potent performance.

- 7 MR2's standard interior offers the smooth comfort of soft-touch cloth fabric, reclining bucket seats, sport door trim with large dual pockets, full carpeting, AM/FM stereo ETR radio, full instrumentation, digital quartz clock and more. Shown is the optional Performance Interior Package that adds reclining Sport Seats with a special 6-way adjustable driver's bucket seat, leather-covered steering wheel, center console storage compartment, and cut-pile interior carpeting. (Shown in Red Sport Seat Cloth)

- 8 The supportive, comfortable, 6-way adjustable driver's Sport Seat (standard on MR2 Supercharged and included in Performance Interior Package and T-Bar Roof options) is a model of effective ergonomic engineering. (Shown in Black Leather Trim)

- 9 The optional electronically controlled 4-speed automatic over-drive transmission has a "Normal" mode for fuel-efficient shifting and a "Power" mode for quick acceleration and improved passing power.

- 10 For improved handling, as well as enhanced style, MR2 Supercharged is equipped with wide, aero-styled aluminum alloy wheels.



Pop-up headlamps offer excellent night-time lighting, and fold flush to maintain MR2's sleek, aerodynamic front-end style. (Shown in Ice Blue Pearl)

Shown with optional equipment.

*See mileage statement on page 11 for details. For further information on features and options, see page 11.

OPTIONS



1 Quiet, efficient air conditioning adds an extra measure of calm, cool comfort to hot-weather driving.

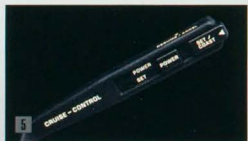


2 Auto-reverse cassette adds tape playback capabilities to the standard AM/FM stereo electronic-tuning radio.

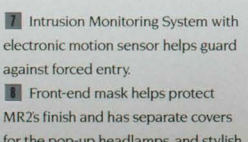
3 AM stereo/FM stereo electronic-tuning radio has cassette deck, acoustic flavor/tone control equalizer with five one-touch settings, five speakers, and automatic power antenna for rich, full-dimensional sound.



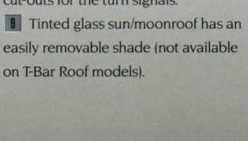
4 Aerodynamic Spoiler Package (standard on MR2 Supercharged) includes color-keyed rear spoiler and lower side skirts, rear mudguards, and rear sunshade with logo.



5 Convenient stalk-mounted cruise control enhances your driving pleasure, especially on long trips.



6 Optional Power Package adds the convenience of power windows, power door locks, and dual power remote-controlled outside mirrors.



7 Intrusion Monitoring System with electronic motion sensor helps guard against forced entry.

8 Front-end mask helps protect MR2's finish and has separate covers for the pop-up headlamps, and stylish cut-outs for the turn signals.

9 Tinted glass sun/moonroof has an easily removable shade (not available on T-Bar Roof models).

	MR2 Supercharged	MR2
PERFORMANCE		
16-liter 4-cylinder twin-cam 16-valve supercharged intercooled engine	S	—
16-liter 4-cylinder twin-cam 16-valve engine	—	S
Computer-controlled electronic fuel injection and ignition systems	S	S
Toyota Variable Induction System (TVIS)	S	S
Engine oil cooler	S	S
Chrome-tipped exhaust	S	S
High-performance 5-speed manual overdrive transmission	S	S
Electronically controlled 4-speed automatic overdrive transmission (ECT) with shift point selector and lock-up torque converter	O	O
185 60R14 high-performance low-profile steel-belted radial tires	S	S
185 60R14 Mud & Snow all-weather low-profile steel-belted radial tires	O ¹	O ¹
EXTERIOR STYLING DESIGN		
Styled steel wheels with center wheel caps	—	S
Stainless steel wheel trim rings	—	O
Aluminum alloy wheels	S	O
Color-keyed anti-lift front air dam, front and rear bumpers and wide protective side moldings	S	S
Color-keyed rear spoiler with LED high-mount stop lamp	S	O
Dual integrated color-keyed outside mirrors with passenger-side view-view convex mirror	S	S
Retractable tungsten halogen headlamps	S	S
Semi-concealed vented anti-lift windshield wipers	S	S
Aerodynamic flush-mounted side and windshield glass	S	S
Tinted glass with upper shaded windshield band	S	S
Body accent pinstripes	S	—
T-Bar Roof with dual removable tinted panels, and inside storage	S	O
Flip-up/removable tinted sun/moonroof with shade	—	O
Anti-chip protectors	S	S
Vented fiber-reinforced plastic engine hood with air outlet for intercooler	S	—
Front and rear mudguards	—	O
Car cover with lock/storage bag or front-end mask with storage bag	O	O
Two-tone paint	O	O
INTERIOR COMFORTS		
Electric tachometer/voltmeter ² , coolant temperature and oil pressure gauges	S ¹	S
Resettable tripmeter	S	S
Electric rear window defogger	S	S
Cruise control	O	O
Tilt steering wheel	S	S
Digital quartz clock	S	S
Power-boostered Flo-Thru ventilation system	S	S
Dual-stage air conditioning with "Economy" mode	O	O
Front glove compartment and front console storage compartment	S	S
Dual large integrated door pockets	S	S
Reclining hi-back bucket cloth seats with cloth door trim	S	S
Remote front hood rear deck, engine, compartment and fuel filler door releases	S	S
Front and rear luggage compartments	S	S
Full carpeting	S	S
Carpeted floor mats	O	O
Intrusion Monitoring System	O	O
AM/FM stereo electronic-tuning radio with 3 speakers	S	S
AM/FM stereo elect.-tuning radio w. auto-reverse cassette and 3 speakers	O	O
AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 3-way acoustic flavor/tone control equalizer, 3 speakers and security audio system	O	O
Deluxe auto-reverse cassette deck	O	O
PACKAGES		
Aerodynamic Spoiler Package—includes color-keyed rear spoiler, lower side skirts, rear sunshade with logo and rear mudguards	S	O
Leather Seat Trim Package—includes leather seat inserts trim, coordinated center console and door trim and leather-wrapped parking brake lever	O ¹	O ¹
Performance Interior Package—includes automatic-off headlamp system, reclining cloth bucket Sport Seats with 6-way adjustable driver's seat (2-way headrest, side bolster, seat cushion tilt, seatback recline, 3-position lumbar support and fore/aft adjustments), leather-wrapped steering wheel and shift knob ³ , center console storage compartment and cut-pile carpeting	S	O ⁶
Power Package—includes power windows, power door locks and power remote-controlled outside mirrors	O	O ⁶

¹All performance and handling data contained in this brochure are for the 1988 MR2 with standard tires. ²Without voltmeter on automatic transmission. ³With supercharger indicator lamp. ⁴Requires Power Package. ⁵3-speed manual overdrive model only. ⁶Standard on T-Bar Roof option. ⁷Requires Performance Interior Package.

SPECIFICATIONS

	MR2 Supercharged	MR2
BODY/FRAME CONSTRUCTION	Unstized body	
STEERING TYPE	Quick-ratio rack-and-pinion steering, collapsible shaft	
TURNING CIRCLE DIAMETER (curb to curb)	31.5 ft.	
BRAKES	Power 4-wheel discs with ventilated front rotors and audible alert wear indicators	
SUSPENSION FRONT	MacPherson strut with offset coil springs, low-pressure gas-filled shock absorbers and spherical joint-type stabilizer bar	
SUSPENSION REAR	Independent dual link with MacPherson struts, offset coil springs and low-pressure gas-filled shock absorbers; spherical joint-type stabilizer bar on MR2 Supercharged	
WEIGHT DISTRIBUTION	42% front, 58% rear	44% front, 56% rear
ENGINE TYPE	4-cylinder twin-cam 16-valve, using Roots-type supercharger with computer-controlled electromagnetic clutch, intercooler and electronic fuel injection	4-cylinder twin-cam 16-valve with electronic fuel injection
DISPLACEMENT	16 liters (1587 cc)	16 liters (1587 cc)
HORSEPOWER (SAE net)	145 @ 6500 rpm	115 @ 6000 rpm
TORQUE (SAE net)	140 ft.-lbs. @ 4000 rpm	100 ft.-lbs. @ 4800 rpm
COEFFICIENT OF DRAG (cd)	0.36*	0.36*
LATERAL ACCELERATION (g)	0.92*	0.85*
EXTERIOR DIMENSIONS (in.)		
Wheelbase	91.3	91.3
Overall length	155.5	155.5
Overall width	65.6	65.6
Overall height	48.6	48.6
Treadwidth (front)	56.7	56.7
Treadwidth (rear)	56.7	56.7
INTERIOR DIMENSIONS (in.)		
Head room	36.7	37.4
passenger-side (driver-side)	36.5	37.2
Leg room (driver-side)	43.0	43.0
passenger-side	45.5	45.5
Shoulder room	53.2	53.2
CAPACITIES		
Luggage capacity (cu. ft.) (front)	2.6	2.6
(rear)	5.2	5.2
CURB WEIGHT (lbs.)		
5-speed manual overdrive transmission	2493	2350**
ECT 4-speed automatic overdrive transmission	2531	2425***
WHEELS/TIRES		
Wheels	14" x 6.0" JJ Steel-belted Radial	14" x 5.5" JJ Steel-belted Radial
Type	Blackwall 185/60R14	Blackwall 185/60R14
COLORS		
Solid Exterior: White, Super Red, Pearl Clear Coat	Interior: Black/Blue, Black	Metallic: Clear Coat, Gray
Exterior: Red or Blue, Ice Blue, Dark Blue	Interior: Red or Blue, Blue	Optional Two-Tone Metallic: Clear Coat, Gray/Silver, Interior Black
MILEAGE ESTIMATES¹⁾		
Estimated city MPG/Overdrive	5-Speed Manual 24/30	ECT 4-Speed Automatic 22/27
Estimated highway MPG	31	29
TOYOTA WARRANTY		
	36-month/36,000-mile basic new vehicle limited warranty, 3-year, 50,000-mile limited emissions control device warranty ²⁾ , 3-year/unlimited-mileage corrosion perforation warranty	

¹Based on 1988 vehicles. **2389 lbs. for T-Bar Roof option. ***2461 lbs. for T-Bar Roof option. (Not available in both, optional leather seat trim package only.) ²⁾1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. See your local Toyota dealer for details. ³⁾Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment; see Specifications chart. For more details on 1988 options, accessories and specifications in your area, contact your Toyota dealer.