

THE TOYOTA TOUCH

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

The Toyota Touch begins 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 Toyota dealership, where our salespeople are known for their courtesy and integrity.

Where our Parts and Service personnel are the most conscientious and capable you'll find.

Their many years of experience, solidly backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be just as satisfied tomorrow as you are today. This promise is solidly backed by Toyota's no-nonsense 36-month/36,000-mile basic new vehicle limited warranty, which applies to all components other than the normal wear and maintenance items. Toyota also provides a 5-year/unlimited-mileage corrosion perforation warranty. In addition, there may be times when Toyota will establish a special policy

adjustment that will pay for all or a part of the repair costs beyond normal warranty coverage.

Should you have any questions about Toyota vehicles, warranties, special policy adjustments or service, please 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, Toyota is ready to make a major commitment to you.

GET MORE FROM LIFE...BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

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TOYOTA

'9 0 4 R U N N E R

There is a quiet place where
the winds wash sandstone
halls, and shafts of evening light
dart down stately corridors. A
magic world of adventure awaits:
explore it in comfort and the confi-
dence of proven Toyota Quality.
The all-new 1990 Toyota 4Runner
offers four doors to breathtaking
family adventure.

Shown with optional equipment.

SPECTACULAR



Introducing the all-new 1990 4Runner. Now, you can enjoy four-door convenience and luxury in 4Runner's blend of beauty and brawn. There's also a two-door 4Runner for 1990. Both models are available in SR5 or SR5 V6 trim levels and backed with the reliability of Toyota Quality, from basic design to the smallest finished detail. 4Runner's head-turning design features rounded, purposeful styling, highlighted by a bold grille and dramatic fender flares. From V6 power to the added usefulness of four doors, 4Runner is ready to satisfy. Welcome aboard: there's plenty of room for the whole family in Toyota's four-door discoverer.

Shown with optional equipment.



*4Runner 4-Door 4WD SR5 V6
Shown in Sandalwood*

DISCOVERER



SRS Sport Seat Interior
Shown in Beige Cloth



Open 4Runner's four doors and look around its ample interior. Luxurious and durable fabrics, front contoured bucket seats and convenient fold-down split rear seatbacks tell you that 4Runner is a perfect way for on-the-go families to unwind.

Custom fit the optional seven-way driver's Sport Seat (shown below) to match your most comfortable seating position. Then, scan the complete set of standard instrumentation. Notice the

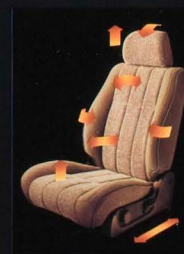
color-keyed, wraparound instrument panel. Driving controls are fingertip close.

Optional radios include an AM stereo/FM stereo electronic-tuning radio with acoustic flavor/tone control, cassette, and with or without compact disc player, four enclosed speakers and diversity antenna for the best reception possible.

An optional power sunroof slides back at a touch to give you true open-air motoring. Optional power windows feature auto-down operation of the driver's window. Even the rear window is power operated.

4Runner's interior is most accommodating; it's large enough for the whole family, durable enough for all your vacations and luxurious enough for a black-tie night on the town.

Shown with optional equipment.



ACCOMMODATING

Toyota's 4Runner, already a legend for versatility, now offers the added accessibility of four doors. This long-awaited, all-new four-door 4Runner is a great reason to pack the whole family up for a memorable weekend trip or that escape-from-it-all vacation.

In the new 4Runner, you'll discover a whole new world of versatility and surprising luxury. The four doors ease getting in and out. The large interior is space-efficient: there's plenty



of storage space and a center console puts frequently needed personal items within easy reach. A fold-down rear tailgate

makes it easy to load 78.3 cu. ft. of gear with the rear seats down.

4Runner provides comfortable seating for five on soft, durable

fabrics. The integrated interior trim includes cut-pile carpeting throughout and stylish full-door trim. All outboard positions have three-point seatbelts, while optional power door locks are a convenient way to help keep things secure when you're away. Tinted glass, remote fuel door and hood releases are standard, while darkened privacy glass is a stylish option.

When you're traveling in inclement weather, 4Runner's

new available shift-on-the-move 4WD Demand four-wheel drive* is a reassuring feature. A rear window defogger, standard on V6 models, helps maintain rearward vision in snow or rain.

The all-new four-door 1990 4Runner, with luxurious interior and capable drivetrain, offers not only comfort and convenience but also the reassurance of

Toyota Quality and engineering.

*Standard on SR5 V6. Shown with optional equipment.



■ When you're headed for the cold, rear seat passengers will appreciate their own optional independently operated heater.



■ 4Runner's accessibility includes fold-down split rear seatbacks, which let you carry long items, while still retaining

accommodation for a rear seat passenger. Standard equipment includes strong tie-down loops to help secure loose items.



4Runner 4-Door 4WD SR5
Shown in Dark Gray Metallic

ACCESSIBLE

Inroducing the new standard in off-road performance: the exciting two-door 1990 Toyota 4Runner SR5 V6.

The two-door 4Runner SR5 V6 has the same wheelbase and virtually identical interior dimensions as the four-door model. Get fuel-injected power from the potent V6; then mate your choice to either a five-speed manual overdrive or four-speed automatic overdrive transmission.

Underneath, there's Toyota's Hi-Trac suspension with high-mounted front torsion bars and a running ground clearance of 10.2 in. with optional 31-in. tires on rugged alloy wheels. Standard features on the two-door include the Sports Package with seven-way adjustable driver's seat and privacy glass.

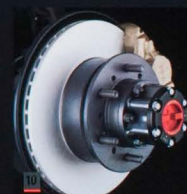
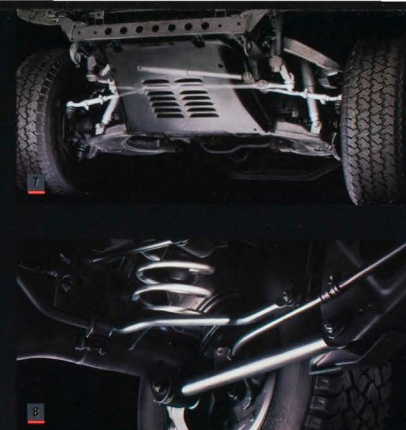
When you want a rugged and versatile vehicle with pace-setting style and performance, the two-door Toyota 4Runner SR5 V6 is an irresistible choice.

Shown with optional equipment.



4Runner 2-Door 4WD SR5 V6
Shown in Black

BREAKAWAY



FEATURES

1 Convenient, optional shift-on-the-move 4WDemand lets you maintain maximum traction without having to stop, get out and lock the front hubs. High and low gear ranges are available in four-wheel drive; low range gives crawling speeds for off-roading and delivers maximum torque for loose or rough terrain.

2 Toyota's time-proven single-overhead-camshaft four-cylinder engine produces 116 hp at 4800 rpm, plenty of reserve power for highway cruising or taking your new 4Runner off-roading. And there's a big 140 ft.-lbs. of torque. Electronic fuel injection helps keep efficiency high.

3 Here's one of the most advanced V6 engines in its class: 150 horsepower and 180 ft.-lbs. of torque. This efficient overhead camshaft engine is light and compact. Electronic fuel injection meters fuel precisely for optimum performance, while a knock control system constantly adjusts ignition timing to compensate for varying grades of gasoline.

4 With its ample interior room, four doors and 3500-lb. towing capacity,* the all-new two-wheel-drive 4Runner makes getting away affordable. There's a standard four-speed automatic overdrive transmission and plenty of power on tap to get you to those private, secluded spots.

5 The optional electronically controlled four-speed automatic overdrive transmission lets you select a normal shift pattern or a high-rpm shift pattern when you need even more response.

6 A comfortable tilt steering wheel is standard equipment on all-new SR5 V6 4Runners and optional on four-cylinder models.

7 The new 1990 4Runner features Toyota's Hi-Trac independent front suspension. High-mounted torsion bars are located out of harm's way. Gas-filled shocks and stabilizer bar give a smooth, comfortable ride. On new 4WD 4Runner models, three tough steel skid plates help protect the front suspension, transfer case and fuel tank.

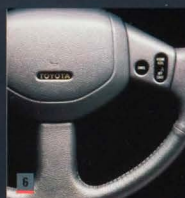
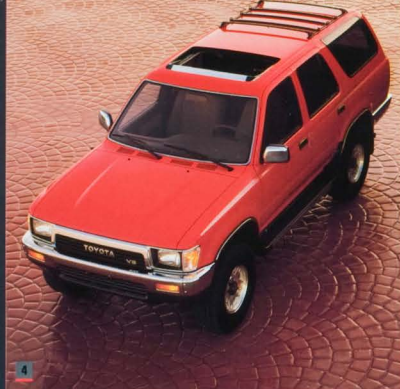
8 An all-new four-link coil-spring rear suspension is off-road tough yet gentle on the boulevard. Gas-filled shock absorbers and a stabilizer bar improve ride and handling.

9 A convenient pull-out cup holder keeps your beverage secure and easily at hand. Just another example of Toyota's thoughtful design.

10 Power-assisted, ventilated front disc brakes are standard equipment as are P225/75R15 Mud & Snow radial tires. They provide smooth stopping power and excellent control.

*Not to exceed GCWR of 7700 lbs. (2WD) or 8100 lbs. (4WD). Requires additional 3500-lb. weight-carrying frame-mounted Class II tow hitch.

For further information on features and options, see page 15. Shown with optional equipment.



OPTIONS

1 Enjoy compact disc (CD) technology with this AM stereo/FM stereo electronic-tuning radio with cassette, diversity antenna and four speakers.

2 A flavor/tone control helps you customize the sound of this AM stereo/FM stereo electronic-tuning radio with cassette and diversity antenna.

3 A high-capacity air-conditioner has ample power to cool you even when crossing deserts.

4 This sliding sun/moonroof operates at the touch of a button. Handy luggage rack increases your luggage capacity; optional running boards add beauty and convenience. Chrome Package includes bright moldings, chrome front and rear bumpers.

5 The 4Runner Power Package includes power door locks, dual chrome power mirrors, lighting package and, on the SR5 V6, a power antenna.

6 Electronic cruise control makes driving more enjoyable by maintaining a steady speed.

7 You can see more easily in inclement weather with this rear window wiper/washer. Tire carrier and cover are included with

optional 31-inch wheels. Rear window wind deflector and window defogger help keep your rearward vision clear.

8 A Class II tow hitch receiver is compact and neat. With it, you can take advantage of 4Runner's 3500-lb. towing capacity.

9 Help keep your 4Runner secure with this dual-sensitivity Intrusion Monitoring System.

MODELS

- SR5
- SR5 V6

STANDARD FEATURES SR5

4-DOOR

- PERFORMANCE**
- 2.4-liter 4-cylinder electronic fuel injection SOHC engine (4-Door models only)
 - 5-speed manual overdrive transmission (not available on 2WD models)
 - Electronically controlled 4-speed automatic overdrive transmission (2WD models)
 - 2-speed transfer case with indicator light (4WD models)
 - Free-wheeling/manual-locking front hubs (4WD models)
 - Steel skid plates under front suspension, transfer case (4WD models) and fuel tank
- EXTERIOR**
- Styled steel silver wheels
 - Tungsten halogen headlamps
 - Dual outside mirrors with passenger-side wide-view convex mirror
 - Tinted glass
 - Flip-out quarter windows (2-Door models)
 - Roll-down side windows (4-Door models)
 - Rear wheel well anti-chip protectors
 - Front and rear mudguards
 - Power rear window
 - Fold-down rear tailgate
 - Rear bumper
 - Lockable one-touch tailgate release

INTERIOR

- Intramir, windshield wipers/washers
- Electronic rear window defogger
- Power steering
- Tilt steering wheel
- Center console with twin storage areas (except with rear heater option)
- Passenger-side visor vanity mirror
- AM/FM stereo electronic-tuning radio with 2 speakers
- Sports Package (std. in 2-Door model)

PACKAGES

- Chrome Package—includes chrome wheel arch moldings
- Front-vent windows
- Metallic paint
- Two-tone paint—includes color-keyed front/rear bumpers
- Privacy glass (SR5 V6 models with Red or Beige interiors)
- Power glass sun/monroof w/sunshade
- Rear window wiper/washer
- Running boards

OPTIONS SR5/SR5 V6

- ECT 4-speed automatic overdrive transmission (standard on 2WD models)
 - 4WD/Demand (4WD SR5 models)
- EXTERIOR**
- Chrome wheels—includes chrome wheel arch moldings
 - Front-vent windows
 - Metallic paint
 - Two-tone paint—includes color-keyed front/rear bumpers
 - Privacy glass (SR5 V6 models with Red or Beige interiors)
 - Power glass sun/monroof w/sunshade
 - Rear window wiper/washer
 - Running boards

- 3-point front and rear seatbelts in the outboard positions
 - Rear cargo area light
 - Remate fuel filler door release
 - Carpeting
 - Full fabric headliner
 - Dual rear side cargo area compartments and rear cargo area tie-down hooks
- STANDARD FEATURES SR5 V6**
- 2 & 4 DOOR
- All features of the SR5 plus:**
- PERFORMANCE**
- 3.0-liter V6 OHC engine
 - 4WD/Demand (4WD models)
- EXTERIOR**
- SR5 V6 sport body stripes (not available with two-tone paint option)

PACKAGES

- Chrome Package—bumpers, grille, windshield trim, handles, tailgate garnish (not with Tire Pkg.)
- Sports Package—cloth Sport Seats with adjust. headrests and driver-side 7-way adjust., Bronzo or Gray privacy glass and tinted windshield glass (SR5 V6; privacy glass color depends on interior color, opt. in 4-Door models)
- Power Package—power, windows (front windows only on 2-Door models), door locks, antenna (SR5 V6 model) and dual chrome remote-controlled outside mirrors with passenger-side wide-view convex mirror and lighting package
- Tire Package—alloy wheels, wide wheel arch moldings, 31" radial tires, swing-away spare tire carrier and tire cover (4WD SR5 V6 models only)

MILEAGE SR5/SR5 V6

Model	Est. city MPG	Est. hwy. MPG
2WD SR5	24	33
ECT 4-sp. automatic overdrive	19/20	
2WD SR5 V6	24	33
ECT 4-sp. automatic overdrive	16/20	
4WD SR5	20	26
5-speed manual overdrive	19/21	
ECT 4-sp. automatic overdrive	17/18	
4WD SR5 V6	20	26
5-speed manual overdrive	16/18	
ECT 4-sp. automatic overdrive	15/18	

INTERIOR

- Cruise control—leather-wrap steering wheel and shift knob (5-sp. models only)
- Power steering (SR5 models only)
- Tilt steering wheel (SR5 models)
- Rear window defogger (SR5 models)
- Rear heater
- AM/FM stereo electronic-tuning radio with 2 speakers (SR5 models)
- AM/FM stereo electronic-tuning radio with cassette and 4 speakers
- AM stereo/FM stereo elect.-tuning radio w/acoustic flavor/tone control, cassette, 4 speakers, and diversity antenna system (SR5 V6)
- AM stereo/FM stereo elect.-tuning radio w/acoustic flavor/tone control, cassette, CD player 4 speakers and diversity antenna system (SR5 V6 models)

EXTERIOR

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ECT 4-sp. automatic overdrive	16/20	
4WD SR5	20	26
5-speed manual overdrive	19/21	
ECT 4-sp. automatic overdrive	17/18	
4WD SR5 V6	20	26
5-speed manual overdrive	16/18	
ECT 4-sp. automatic overdrive	15/18	

DATA

Category	SR5/SR5 V6	SR5/SR5 V6
BODY/FRAME CONSTRUCTION	Unitized body/full-box frame	
STEERING TYPE	Recirculating ball (power-assisted, SR5 V6 models)	
TURNING CIRCLE	(curb to curb)	374 ft.
BRAKES	Power-assisted (front ventilated disc/rear drum) with rear load-sensing proportioning valve	
SUSPENSION FRONT	Double-wishbone, independent design with torsion bars, gas-filled shock absorbers and stabilizer bar	
SUSPENSION REAR	4-link coil springs with gas-filled shock absorbers and stabilizer bar	
ENGINE	SR5 4-cyl. SOHC engine with EFI	SR5 V6 V6 OHC engine with EFI
DISPLACEMENT	SR5 2.4 liters (2387cc)	SR5 V6 3.0 liters (2959cc)
HORSEPOWER (SAE net)	SR5 116 at 4800 rpm	SR5 V6 150 at 4800 rpm
TORQUE (SAE net)	SR5 140 ft.-lbs. at 2800 rpm	SR5 V6 180 ft.-lbs. at 3400 rpm
EXTERIOR DIMENSIONS (in.)	Wheelbase 103.3	176.0/196.5
	Overall length/Opt. Tire Pkg. 165.5/168.1	165.5/168.1
	Overall height/Opt. Tire Pkg. 68.1/67.3	68.1/67.3
	Std. Tire width (front/rear) 58.3/56.1	58.3/56.1
	Opt. Tire Pkg. (front/rear) 58.1/57.9	58.1/57.9
INTERIOR DIMENSIONS (in.)	Head room—without sunroof (front/rear) 38.7/38.3	41.5/31.6
	Leg room (front/rear) 53.9	53.9
	Shoulder room (front/rear) (2-Door) 53.7 (4-Door) 53.9	

Category	SR5/SR5 V6	SR5/SR5 V6
Hip room	(front) 49.6	(rear) 49.6
Cargo/bed length, rear seatbacks down	76.3	
AXLE RATIOS	4WD 5-speed man. overdrive 4.101	2WD 4WD ECT 4-sp. auto overdrive 2-speed transfer case (4WD models) Gear ratios (high) 1.000
	5-speed manual overdrive 4WD/Demand 5-sp. man. overdrive 1.000	ECT 4-sp. auto overdrive 1.000
	5-speed manual overdrive 4WD/Demand 5-sp. man. overdrive 2.276*	ECT 4-sp. auto overdrive 2.276*
GROUND CLEARANCE	Angle of approach (degrees) 40/43	Angle of departure (degrees) 23/25
	Min. running ground clearance min. with Opt. Tire Pkg. (in.) 91/10.2	
CAPACITIES	Gross vehicle weight (lbs.) 5500	Towing capacity (lbs.) 3500
	Cargo load (lbs.) 300	Cargo cap., rear seat, down (cu. ft.) 78.3
	Cargo cap., rear seat, up (cu. ft.) 43.5	Fuel tank (gals.) 172
TIRES	Type: Mud- & Snow-rated steel-belted radial RBL blackwall	Size: P225/75R15 31x10.5R15
	*Not available with optional two-tone paint. Requires cruise control.	**1990 preliminary mileage figures determined by Toyota. 1990 EPA mileage estimates not available at time of printing. See your Toyota dealer for details.
	*3.90 l on V6	**5.55 with Optional Tire Package.
	*With Tire Package.	**Not to exceed GVWR of 7700 lbs. (2WD) or 9100 lbs. (4WD). Requires additional 3500-lb. weight-carrying frame-mounted Class II tow hitch. For further information regarding wiring converters and tow hitch receivers, please consult the Trailer Towing Guide, available at your Toyota dealer.
	*Optional metallic finish.	

SPECS

COLORS

EXTERIOR	INTERIOR	EXTERIOR	INTERIOR
White	Gray or Blue	Medium Brown Metallic*	Beige
Cardinal Red	Gray or Beige	Forest Green Metallic*	Gray or Beige
Black	Gray	Light Blue Metallic*	Blue
Silver Metallic*	Gray	Medium Red Pearl	Gray or Red
Dark Gray Metallic*	Gray	Dark Blue Pearl	Blue
Sandalwood Metallic*	Beige	Medium Red Pearl/Dark Gray Metallic Two-tone*	Gray or Red

Toyota 4Runners are designed to meet off-road driving requirements. Abuse or misuse may result in bodily harm or damage. We encourage responsible operation to protect you, your vehicle and the environment.

Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment; see data charts. For more details on 1990 options, accessories and specifications in your area, contact your Toyota dealer.

*Optional metallic finish.