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TOYOTA TOUCH

Toyota Touch is a philosophy in action. It's our effort to make all your experiences with Toyota the very best. From the time of your initial contact, during the sale and throughout your entire ownership experience, our focus is your complete satisfaction.

If you ever have any questions, contact your dealer's Customer Relations Manager. For additional information, call our Customer Assistance Center at 1-800-331-4331 (weekdays 9 a.m. to 9 p.m. EST).

WARRANTY INFORMATION

A 36-month/36,000-mile basic new vehicle limited warranty applies to all components other than normal wear and maintenance items. Additional 60-month limited warranties cover your powertrain (for 60,000 miles) and corrosion perforation (for unlimited miles). See your Toyota dealer for complete details. In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs.

TOYOTA TOUCH LEASE

Get into the Toyota of your choice with the Toyota Touch Lease Program. Ask your dealer for details.

Buckle Up!

Do it for those who love you.



TERCEL



COROLLA



CAMRY



PREVIA



PASEO



CELICA



MR2



SUPRA



4RUNNER



LAND CRUISER



TRUCKS



TOYOTA T100

TOYOTA LAND CRUISER



TOYOTA

 **TOYOTA**
"I love what you do for me."

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As a company that's been a part of America for 37 years, Toyota's ultimate goal is your complete satisfaction. To this end, Toyota is devoted to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have a commitment that it will live up to the reputation of quality for which Toyota is known. This dedication to you also extends to the

DRIVING PRINCIPLES

way Toyota does business here in America. That's why Toyota has a total investment of more than \$5 billion in the American market including design centers, testing facilities and manufacturing plants. In fact, many of the Toyota Trucks, Corollas and Camrys sold in the U.S. are built right here. Over 84,000 men and women are employed in the U.S. by Toyota and Toyota dealers. Partnerships with hundreds of American suppliers also have had a significant economic impact across the United States. From Toyota's substantial national investment in the U.S. to local efforts at the dealer level, the Toyota family is working hard to ensure complete satisfaction throughout your ownership experience.

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L A N D C R U I S E R

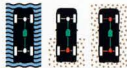
From the Serengeti Plain and the jungles of Cartagena, to Australia's Ayers Rock and the forested foothills of the Grand Teton, the Toyota Land Cruiser has seen it all in its 42-year globe-spanning journey. With its legendary reputation, this world-class adventurer brings dependability and a measure of distinction to places few others dare to tread.



Land Cruiser shown in Beige Metallic with optional equipment.



4-THOUGHT. With the Land Cruiser's full-time 4WD, you're better prepared for what lies down the road. For snow, ice or off-road adventures, engage the standard locking center differential and you've got loads of torque and traction at your disposal. For more efficient highway driving, simply disengage.



READY TO TAKE ON THE WORLD. For maximum capability, there's the optional locking front and rear differentials with a viscous limited-slip center differential—technology which no other civilian vehicle offers. Its special design allows you to lock front and rear axles with the twist of a dial. The result is exceptional traction, especially in the places where you need it most.

TOYOTA LAND CRUISER: A COMMON SIGHT IN UNCOMMON TERRITORY.

You've seen it countless times before standing next to journalists, anthropologists and naturalists in some of the most unforgiving foreign lands known. And for good reasons. To start with, Land Cruiser is serious about its technology. A powerful 4.5-liter dual overhead cam 24-valve engine, a

THIRST FOR ADVENTURE

highly refined 4-speed electronically controlled automatic overdrive transmission (ECT), wide ground-gaining tires, surefooted power-assisted brakes and full-time 4WD make it the vehicle of choice for those with an adventurous spirit. The Toyota Land Cruiser: its powerful profile and ground-clearing stance speak of determination.

GET THE PICTURE. How does the Land Cruiser always seem to turn up in the most exotic settings? The editors of *4-Wheel & Off-Road* magazine give this answer:

"...the Cruiser's 4WD system with locking diffts is the best system in any stock vehicle, period."* And wouldn't you rather go to a far-off place in the vehicle ranked by its owners "The Best Full-size Sport Utility Vehicle in Initial Quality?"** With such praise, why be camera shy?

*4-Wheel & Off-Road, February 1993. (Locking front and rear differentials are optional.)
**J.D. Power and Associates 1993 Initial Quality Study® Study based on a total of 11,719 U.S. consumer responses indicating owner-reported problems during the first 90 days of ownership. Study includes compact/full-size sport utility owner responses.

L A N D C R U I S E R



Land Cruiser shown in Dark Emerald Pearl with optional equipment.

LAND CRUISER INTERIOR



Shown with optional Leather Trim Package in Gray.



NOTHING LEFT TO THE IMAGINATION. For total control rely on Land Cruiser's information center. A fast glance at the data-primed dash quickly gives you a true perspective on things. Brightly lit analog gauges are legible and easily read.

RICH WITH LUXURIOUS APPOINTMENTS AND GENEROUS WITH VERSATILITY.

Within the cavernous interior of the Land Cruiser, there's ample room for family, friends and cargo. There's a wealth of space, with standard five-passenger seating or eight with the optional front-facing Third Seat Package. It features a rear seat that folds up and makes way for extra cargo. To combine opulence with utility, there's the optional glove-soft Leather Trim Package in which to indulge. The handsome dash, with full instrumentation, gives you a sweeping view of important gauges, and a practical chronometer provides you with a digital clock, alarm and multi-function stopwatch for useful calculations on long journeys. The fatigue-fighting standard cruise control and convenient air conditioning also come in handy on those long-distance travels. Other standard features include a Premium Electronically-Tuned Radio (ETR)/Cassette audio system with Dolby® B Noise Reduction, tilt steering wheel, variable intermittent wipers and a center console storage unit. The Land Cruiser interior: it's a classic example of Toyota quality.

PRIVILEGED CLASS

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WITHIN YOUR IMMEDIATE REACH.

A master control panel puts power windows, door locks and dual color-keyed power outside mirrors under the driver's direct command. Power window features include a safety-minded lock-out button and a convenient "auto-down" feature that fully lowers the driver-side window with a single touch, while a 60-second delay feature allows you to raise the windows even after the ignition is turned off. And, should you forget the key in the ignition, the doors won't lock.



ADEPT AT ADAPTATION.

Fold down Land Cruiser's standard middle seat and you've got 913 cu. ft. of storage space with the capability of carrying 1765 lbs. of payload including occupants, equipment and cargo. For more passenger room, an optional Third Seat Package is also available. It features rear seats that conveniently stow away to the side.



SOUNDS LIKE A LOT. The sure high-fidelity surge of nine integrated standard speakers is yours to direct.

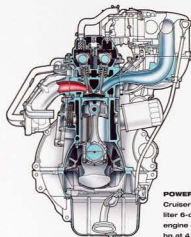


HOT AND COLD. Land Cruiser's "high" and "low" backseat temperature control with heater, rear vent duct and fan helps keep rear-seat passengers comfortable and happy.

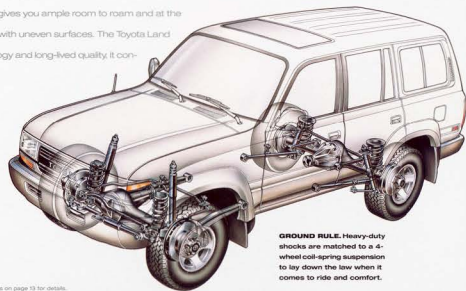
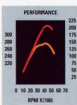
®Dolby is a registered trademark of Dolby Laboratories, Inc.



SMOOTH TRANSITION. A 4-speed electronically controlled automatic overdrive transmission (ECT) supplies a polished power exchange, while a 2-speed transfer case doubles your options.



POWER SUPPLY. Land Cruiser's sophisticated 4.5-liter 6-cylinder 24-valve EFI engine delivers a robust 212 hp at 4,600 rpm and 275 lb.-ft. of torque at 3,200 rpm. With these numbers backing you up, off-road running or highway acceleration is no problem.



GROUND RULE. Heavy-duty shocks are matched to a 4-wheel coil-spring suspension to lay down the low when it comes to ride and comfort.

AS TIME PASSES THE LEGEND ONLY GROWS STRONGER. You can recount the four-decade evolution or its epic adventures in countless countries, but to understand its achievements you need only look at the substance from which it's made. Its formidable power comes from a 4.5-liter 6-cylinder 24-valve electronically fuel-injected (EFI) engine which is capable of

LIVING LEGEND

handling over 1,000 lbs. of payload* and 5,000 lbs. of towing capacity.** When the pavement gives way to the treachery of open terrain, the Land Cruiser's 4-wheel coil-spring suspension with heavy-duty shocks gives you a sure, commanding ride, and on the highway, front and rear stabilizer bars provide excellent handling performance. With over ten inches of minimum running ground clearance and a generous 8.9 inches of total rear suspension travel, the Land Cruiser gives you ample room to roam and at the same time keeps you in contact with uneven surfaces. The Toyota Land Cruiser, with its enduring technology and long-lived quality, it continues to write history.

ADDED CONTROL, ADDED CONFIDENCE. An optional 4-wheel Anti-lock Brake System (ABS) modulates brake pressure to help prevent lockup and help you maintain control during sudden or emergency stopping.



LAYER OF DEFENSE. For beauty and protection, the Land Cruiser is treated with multiple coats of paint to minimize chipping. Extensive use of special corrosion-resistant galvanized steel sheets helps fight the battle against rust.

TECHNOLOGY



Land Cruiser shown in White with optional equipment.



SOME THINGS ARE BETTER LEFT UNTOUCHED. Toyota urges that off-highway vehicles be used with an appreciation for the natural beauty of our land. Before you leave the main roads, always be sure that the area you are entering has been designated "approved" for the

TREAD LIGHTLY

vehicle you're driving—be it a 4x4 truck, a motorcycle, an ATV or even a Toyota Land Cruiser. And when you do travel off-road, stay on the established trails and show the proper regard for the land. When we respect nature, we also help ensure that it will be ours to enjoy for many years to come. As an official sponsor and founding member of the "Tread Lightly"™ Program, Toyota reminds you: when you go off-road, go easy on the environment.

ENHANCEMENTS

OUTFIT YOUR LAND CRUISER WITH YOUR OWN PERSONAL TOUCH. Toyota options and accessories are the best way to equip your Land Cruiser for almost any adventure. With special options and accessories—all genuine Toyota products—

ADVENTUROUS ADDITIONS

it's easy to select a Land Cruiser that is truly your own. And remember—Toyota vehicles are built with popular option combinations. Not all options are available separately. Your Toyota dealer can help find the Land Cruiser that is right for you.



ALLURING ALLOY. Adding refinement to ruggedness are the attractive optional aluminum alloy wheels. The large 16-inch wheels are cast to complement the Land Cruiser's bold style.

*Including occupants, equipment and cargo.
**See Towing Capabilities in the Features/Options Charts on page 13 for details.

COLOR AND FABRIC OPTIONS

EXTERIOR FINISHES



INTERIOR



INTERIOR TRIM LEVELS



Geige Metallic **White**

Two-Tone Red Metallic **Gray**

Medium Red Pearl **White or Gray***

Dark Emerald Pearl **Gray or Babbler***

Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

EXTERIOR FINISHES



Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

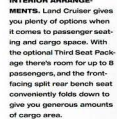
Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

INTERIOR ARRANGEMENTS

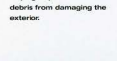


Land Cruiser gives you plenty of options when it comes to passenger seating and cargo space. With the optional Third Seat Package there's room for up to 8 passengers, and the front-facing split rear bench seat conveniently folds down to give you generous amounts of cargo area.

WITHIN REACH. Stay in touch with Toyota's integrated cellular phone systems. Choose from a fixed mobile or a portable model that allows you to talk beyond your Land Cruiser. Both come with a "hands-free" fit kit.*

AIR FRESHENER. Open up your Land Cruiser with the optional power ultralite moonroof. The close-at-hand controls make it easy to open and shut. To add to its aerodynamic function, choose the sleek wind deflector accessory.

EXTERIOR FINISHES



Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

EXTERIOR FINISHES



Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

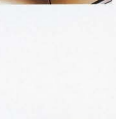
Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

EXTERIOR FINISHES



Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

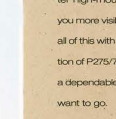
Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

EXTERIOR FINISHES



Two-Tone Gray Metallic** **Gray**

White **Gray**

Blue Slate Metallic **Gray**

Cloth **Gray or Babbler**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

Leather Trim Package** **Gray**

SOUND SELECTION. When it comes to your musical needs, this optional Premium 3-in-1 ETR/Cassette/CD with Dolby® B and C Noise Reduction and 6 speakers satisfies them all.

SHOULDERING THE BURDEN. Extra provisions are easy to take along with the Land Cruiser's handsome overhead rear roof rack accessory. It's adjustable and made of durable aluminum with a matte black finish. This simple addition handles up to 100 lbs.

WITHIN REACH. Stay in touch with Toyota's integrated cellular phone systems. Choose from a fixed mobile or a portable model that allows you to talk beyond your Land Cruiser. Both come with a "hands-free" fit kit.*

TOW THE LINE. Take advantage of the Land Cruiser's towing capacity** with the Class III towing receiver hitch accessory.

OUTSIDE SUPPORT. Running board accessories offer assistance when entering or exiting, while also helping to prevent road debris from damaging the exterior.

UNDER BODY PROTECTION. Steel skid plates under transfer case and fuel tank. A 4-in.-thick engagement Rotary claw engagement.

SEATBELTS. 3-point seatbelts on all seats in outboard positions. Child-protection rear door locks. Rear window defogger and side front window demisters. 3-spoke soft urethane tilt steering wheel. Power windows and door locks. Cruise control. Ignition key illumination. Remote hood and fuel filler door releases. Speedometer, tachometer, coolant temperature, fuel level, oil pressure and voltmeter gauges, odometer and tripmeter. Front seatbelts, 4-way hazard, low-lobe level, low-oil level, door ajar and rear baggage warning lights. Digital quartz clock.

AUDIO SYSTEMS. Premium Electro-Voice® Stereo ETR/Cassette with 9 speakers and power antenna. Premium 3-in-1 ETR/Cassette/CD, equalizer, 9 speakers and power antenna. Compact Disc Dock (not available with Premium 3-in-1 ETR). 6-disc CD Changer (not available with Premium 3-in-1 ETR).

PACKAGES. Leather Trim Package—leather-trimmed seats and door trim with power front seats, leather-wrapped steering wheel, transfer case knob, center armrest and Third Seat Package. Third Seat Package—fold-up split rear bench seat with headrests, 3-point seatbelts in outboard positions, child-protection rear door locks, sliding rear quarter window, rear privacy glass, rear airbag and passenger's seat belt.

SAFETY

IN THE INTEREST OF SAFETY. For added peace of mind, the 1994 Land Cruiser is outfitted with large power-assisted front disc brakes for smooth stops with outstanding control. Also available is an optional 4-wheel Anti-lock Brake System (ABS) which uses

YOUR BEST INTERESTS

computer-controlled sensors to monitor wheel speed and help prevent front and rear wheel lockup during difficult braking applications. Steel side-door impact beams help to deflect forces away from the passenger compartment in certain side collisions. A rear center high-mount stoplamp is also standard to make you more visible and increase overall safety. Combine all of this with 16-inch wheels and the year-round traction of P275/70R16 Mud-S-8-Snow tires, and you've got a dependable vehicle intent on getting you where you want to go.

FEATURES

MECHANICAL	Wagon
4.5-liter V6-D cylinder DOHC 24-valve electronically fuel-injected (EFI) engine	S
Heavy-duty cooling system and transmission oil cooler	S
4-speed electronically controlled automatic overdrive transmission (ECT)	S
Full-time 4-wheel drive	S
Center differential lock	S
Front 8-rear locking differentials with viscous-coupling offer differential lock, includes rear disc and Anti-lock Brake System (ABS)	O
Power-assisted recirculating ball steering	S
Power-assisted ventilated front disc/rear drum brakes	S
4-wheel Anti-lock Brake System (ABS) including viscous-coupling center differential and rear disc brakes	O
EXTERIOR	
Aerodynamic rectangular halogen headlamps with "auto-off" feature	S
Out-cool mirror power outside mirrors and door handles	S
Side-door impact beams	S
Chrome front top bumper trim and grille trim	S
Tinted glass	S
Large fender flares with front and rear mudguards	S
Running boards	A
Tilt-back power glass moonroof with sliding sunshade	O
Variable intermittent front windshield wipers	S
Intermittent rear window wiper	S
Clear-coat paint finish (except White)	S
18" styled steel wheels	S
W aluminum alloy wheels	O
P275/70R16 Mud-S-8-Snow rated steel-belted radial tires	S
Fuel-injection	S
Black galvanized steel rear roof rack	A
Transfer receiver (TRC) mount kit	A
INTERIOR	
Reclining front cloth bucket seats with adjustable headrests	S
Fuel door trim with fabric inserts and front map pockets	S
Fuel caproting	S
Carpeted floor mats	A
Center console with storage area	S
Cellular telephone (fixed)	A
Cellular telephone (portable)	A
Passenger side illuminated vanity mirror	S
Air conditioning (EPC) heat	S
3-point seatbelts on all seats in outboard positions	S
Child-protection rear door locks	S
Rear heater	S
Rear window defogger and side front window demisters	S
3-spoke soft urethane tilt steering wheel	S
Power windows and door locks	S
Cruise control	S
Ignition key illumination	S
Remote hood and fuel filler door releases	S
Speedometer, tachometer, coolant temperature, fuel level, oil pressure and voltmeter gauges, odometer and tripmeter	S
Front seatbelts, 4-way hazard, low-lobe level, low-oil level, door ajar and rear baggage warning lights	S
Digital quartz clock	S

MECHANICAL/PERFORMANCE

MECHANICAL/PERFORMANCE	Wagon
Body/frame construction	Separate body and frame
Steering type	Power-assisted recirculating ball
Turning circle diameter curb to curb (ft.)	40.4
Brakes, power-assisted with rear load-sensing proportioning valve	(front) Ventilated discs (rear) Power-assisted center differential, 4-wheel disc and full-floating rear axle (optional)
Suspension	(front) Coil springs, lateral link, stabilizer bar and solid live axle (rear) Solid axle, coil springs, stabilizer bar and solid live axle
Engine type	Inline 4-cylinder DOHC 24-valve with EFI
Displacement	4.5 liters (447cc)
Horsepower (SAE net)	212 @ 4000 rpm
torque (SAE net)	225 lb.-ft. @ 3300 rpm
Drivetrain configuration	Full-time 4-wheel drive
EXTERIOR DIMENSIONS (in.)	
Wheelbase	112.2
Overall length	189.2
Overall width	76.0
Overall height	73.8
Track width (front/rear)	62.8/63.0
INTERIOR DIMENSIONS (in.)	
Head room (front/middle/rear)	40.7/40.0/36.5
Leg room (front/middle/rear)	42.2/33.6/33.6
Shoulder room (front/middle/rear)	56.7/56.7/56.7
Hip room (front/middle/rear)	54.5/54.5/54.5
WEIGHTS (lbs.)	
Unladen weight	1765
Curb weight	4700
Gross vehicle weight rating—GVWR	6525
CAPACITIES	
Cargo capacity, max load capacity without optional Third Seat Package	1000/1240†
Passenger capacity, max load capacity without optional Third Seat Package	430/1430†
Angle of approach (degrees)	34
Angle of departure (degrees)	22
Minimum turning ground clearance (in.)	10.8
Suspension travel (front/rear)	8.5/8.5
TIRES	
Type	Mud-S-8-Snow rated steel-belted radial
Size	P275/70R16
Speed	Full-time
TOWING CAPACITIES (lbs.)	
Not to exceed GVWR of 11,500 lbs. Requires additional 5000-lb. weight-carrying frame-mounted Class III towing receiver hitch	5000
MPG ESTIMATES*	
EPA estimated MPG city/highway	19/27

SPECS

MECHANICAL/PERFORMANCE	Wagon
Body/frame construction	Separate body and frame
Steering type	Power-assisted recirculating ball
Turning circle diameter curb to curb (ft.)	40.4
Brakes, power-assisted with rear load-sensing proportioning valve	(front) Ventilated discs (rear) Power-assisted center differential, 4-wheel disc and full-floating rear axle (optional)
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MPG ESTIMATES*	
EPA estimated MPG city/highway	19/27

*In selected areas. Fixed available Fall 1993. Portable available Winter 1994. †Including occupants, equipment and cargo. **EPA preliminary EPA mileage estimates determined by Toyota. 1994 EPA mileage estimates not available at time of printing. See your Toyota dealer for details. ‡Vehicle specifications, standard features and optional equipment are based upon information available at the time of printing and are subject to change without notice. Specifications and standard and optional equipment are for mainland U.S.A. vehicles only and may differ in the state of Hawaii and in other regions. For further information regarding wiring converters and towing receiver hitches, please consult the 1994 Toyota Trailer Towing Guide at your local Toyota dealer.

*Not available with Leather Trim Package. **Optional. **Available with Leather Trim Package only.

†In selected areas. Fixed available Fall 1993. Portable available Winter 1994. **See Towing Capacities in the Features/Specs sheets on page 13 for details.

S - Standard
O - Factory Option
A - Dealer-installed accessory



As a company that's been a part of America for 37 years, Toyota's ultimate goal is your complete satisfaction. To this end, Toyota is devoted to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have a commitment that it will live up to the reputation of quality for which Toyota is known. This dedication to you also extends to the

DRIVING PRINCIPLES

way Toyota does business here in America. That's why Toyota has a total investment of more than \$5 billion in the American market including design centers, testing facilities and manufacturing plants. In fact, many of the Toyota Trucks, Corollas and Camrys sold in the U.S. are built right here. Over 84,000 men and women are employed in the U.S. by Toyota and Toyota dealers. Partnerships with hundreds of American suppliers also have had a significant economic impact across the United States. From Toyota's substantial national investment in the U.S. to local efforts at the dealer level, the Toyota family is working hard to ensure complete satisfaction throughout your ownership experience.