

1996 TOYOTA LAND CRUISER



The more things change, the more they stay the same.

A lot has happened to the Land Cruiser since its inception 44 years ago. It has evolved from a 2-passenger utility vehicle into a luxuriously comfortable, 7-passenger 4-Door. But, fortunately, some things never change.

Land Cruiser still has the toughness, reliability, dependability and exceptional quality that made it such a legend. In fact, it's tougher than ever. As Land Cruiser evolved, these qualities have been magnified to such a degree that today, you can feel its security and peace of mind. Its tall, bold stance and the tight seal of its heavy doors are typical first impressions yet powerful — the kind that grab you by the lapels and pull you in for more. Beneath this muscular physique beats the heart of an athlete — a sophisticated 212-hp engine with twin cams, 24 valves and the kind of torque (275 lb.-ft. @ 3,200 rpm) needed for pulling a boat or reaching that desolate beach. And throughout, you'll discover a wealth of safety equipment — so important in an all-weather, all-terrain family vehicle. Toyota Land Cruiser — the ultimate sport utility vehicle, perhaps the flagship of the automotive world. Sometimes change is good...really good.



Land Cruiser shown in Black with optional equipment.



Land Cruiser shown in Monogloss Pearl with optional equipment.



Land Cruiser shown in Medium Red Pearl with optional equipment.

Peace of mind. In Land Cruiser, it's factory installed. It's the capable feeling of its large tires and muscular stance. The tailored fit of seat to body, body to controls. It's being able to see above traffic and the solid feeling that only a 4,800-lb. vehicle can provide. It's a long list of safety equipment — like dual air bags, 3-point seatbelts in outboard positions, side-door impact beams and crumple zones front and rear. It's excellent visibility, a responsive engine, precise steering, superb handling and the confident braking of 4-wheel ABS. It's knowing that the Land Cruiser will take you most anywhere and get you home again.

What's more, Land Cruiser does its job not with drama but with ease, elegance and composure so those inside can maintain theirs. And that may be the best feeling of all.



The mark of Toyota — a sign that quality, dependability and reliability live within.





Driver- and passenger-side front-door courtesy lamps combine with footwell illumination to

ease entry and exit. **Land Cruiser's split tailgate/hatch** opens wide for easy access to a spacious carpeted cargo bay. Fold-down tailgate doubles as a table or bench—a necessity for pregame tailgate parties and impromptu picnics.

Land Cruiser's "high" and "low" backseat temperature control with heater, rear vent duct and fan helps keep rear-seat passengers comfortable—a real plus for snowbelt residents and skiers.





Nothing says luxury quite like the rich aroma of leather. And Land Cruiser says it best with wonderfully contoured seats upholstered in optional glove-soft leather trim**—a Package that includes the comfort of a leather-wrapped steering wheel, transfer case shift knob, center armrest, multiadjustable front seats and a fold-away third seat.** It expands occupancy from five to seven—a rare but highly desirable feature for an import sport utility vehicle. Both bench seats are split 50/30 so you can carry passengers *and* long cargo by simply folding down one seatback. Or you can fold away the entire third seat and/or the second seat to create even more space. And a split tailgate hatch makes loading easy. Land Cruiser; practicality has never been so nice.

*Land Cruiser's middle seat folds down to create 90.9 cu. ft. (75.1 cu. ft. with Third Seat Package) of storage space—an area capable of carrying 1,770 lbs. of payload.**

An optional Third Seat Package expands occupancy from five to seven.

When you need more cargo space, its seats conveniently stow away to the side.



Land Cruiser interior shown with optional Oak Leather Trim Package.

*With seven seats is standard.
**Third seat available in cloth as part of Third Seat Package, or in leather as part of Leather Trim Package. For details, see Features Chart on page 12.
*Including weight of occupants, equipment and cargo.



Land Cruiser interior shown in Oak with optional equipment.

A well-stocked instrument panel keeps you apprised of critical information. Its large, easy-to-read analog gauges are within your line of sight, and important controls are merely a finger's reach from the steering wheel. So your eyes can stay on the road, your hands on the wheel. Sitting up high, you enjoy a commanding view of the road ahead—a feeling of confidence reinforced by a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)* and a host of safety equipment.

Upholstered in woven cloth or optional leather trim, Land Cruiser's front seats are like your favorite pair of slippers—contoured to your body and comfortably cushioned in all the right places. And from your seat, you will appreciate the convenience of power windows and door locks, cruise control, CFC-free air conditioning with push-button controls and a 9-speaker Premium ETR**/Cassette. So you can sit back and enjoy the ride.

*For details, please see SRS caption inside flap on this page.
**Electronically-Tuned Radio.

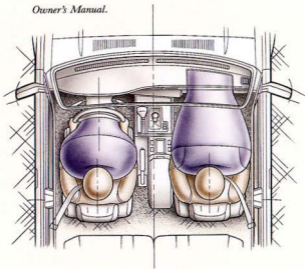
Nine integrated speakers—part of the standard high-fidelity Premium Sound System—transform your Land Cruiser into an all-terrain concert hall.



Adjustable shoulder belt anchors
allow the driver and front-seat
passenger to easily tailor their



belts for the most comfortable fit. Land Cruiser's
driver-side and front passenger-side air bags
are a Supplemental Restraint System (SRS)*
designed to inflate in a severe frontal collision.
In all other accidents, seatbelts offer primary
protection, and the air bags will not inflate.
Do not sit or place objects close to an air bag.
To minimize the risk of severe injury or death
in all types of crashes, seatbelts must be worn
at all times by all vehicle occupants. See your
Owner's Manual.

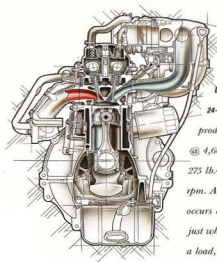


*Do not use rearward-facing child seat in any front-passenger seat. The force of a deploying air bag SRS may cause serious injury. Please see the Owner's Manual for instructions on child seat usage.

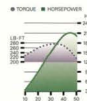
Treacherous weather? Tough terrain? Don't worry, Land Cruiser can help you get through it in a civilized manner. Its 212-horsepower 24-valve 6-cylinder electronically fuel-injected (EFI) engine creates an impressive 275 lb.-ft. of torque at 3,200 rpm and nearly 72% of that occurs at just 2,000 rpm so the Land Cruiser can handle over 1,700 lbs. of payload* and 5,000 lbs. of trailer.** Combined with optional locking front and rear differentials and a viscous-coupling center differential—an industry exclusive—and low gearing, the torquey engine will help take Land Cruiser through situations that would challenge others. Its 4-speed electronically controlled overdrive transmission (ECT) has a second gear start mode, which when switched on produces less wheelspin than first, helping you get through slippery situations.

When pavement fades, comfort and command won't—Land Cruiser's 4-wheel coil springs and heavy-duty shocks provide smooth passage. More than 10 inches of running ground clearance and 8.9 inches of rear suspension travel help smooth the bumps of dirt roads while providing plenty of room between critical components and off-road obstacles. Heavy snow? Rocky trails?

Don't be too concerned...Toyota has it covered.



Double overhead-cam 24-valve 6-cylinder engine produces 212 horsepower @ 4,600 rpm and a healthy 275 lb.-ft. of torque @ 3,200 rpm. And 96% of that torque occurs at only 2,000 rpm—just what you need for pulling a load, merging into fast free-way traffic or crawling over rugged trails.



Optional locking differentials.

front and rear, can be locked with just the twist of a dash-mounted dial, thus dividing power equally between both wheels on an axle—a real blessing when you're miles from civilization.



Enjoy the added control and confidence of the standard 4-wheel Anti-lock Brake System (ABS). A computer modulates brake pressure to help prevent wheel lockup during hard braking on wet, dry or slippery roads.

Land Cruiser's full-time 4WD helps prepare you for what may lie down the road. A viscous-coupling center differential senses the traction needs of front and rear differentials and distributes power accordingly. And thanks to this viscous coupling, Land Cruiser is always in 4WD and that's a real benefit when pavement suddenly turns slippery or fades to dirt.



1 **A beefy 4-wheel coil-spring suspension** and heavy-duty shocks handle rough country with ease and highways with smooth comfort. Front and rear stabilizer bars help keep the vehicle level when cornering.

2 **Large-diameter ventilated disc brakes** on all four wheels and the standard Anti-lock Brake System (ABS) emphasize the control and added safety in every Toyota Land Cruiser, on-road or off.

3 **For lasting beauty and protection,** the Land Cruiser is treated with multiple coats of chip-resistant paint. Extensive use of



special corrosion-resistant galvanized steel sheets helps fight rust and the elements.



*Including weight of accessories, equipment and cargo.
**For details, see "Loading section of Specifications Chart on page 11."



The 4-speed electronically controlled automatic overdrive transmission (ECT) provides smooth, efficient shifts, while a 2-speed transfer case doubles your gearing to help handle off-road challenges.





AS A COMPANY that's been a part of America for 39 years, Toyota's goal is your complete satisfaction. To this end, we at Toyota are dedicated to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have our COMMITMENT that it will live up to the reputation of quality for which Toyota is so well-known. This dedication to you also extends to the way we do business here in AMERICA. That's why Toyota has invested more than \$5 billion in the American market including design centers, testing facilities and manufacturing plants. In fact, many of the Toyota Corollas and Camrys, and all of the Avalons and Tacomas sold in the U.S. are built right here. And over 84,000 American 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



our 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.





*Midnight Red Pearl
with Oak Interior*



*White
with Gray or Oak Interior*



*Clash
in Gray or Oak (shown)*



*Alpenglow Pearl
with Gray or Oak Interior*



*Nightshade Pearl
with Gray Interior*



Leather Trim Package
in Oak or Gray (shown)*



*Dark Emerald Pearl
with Gray or Oak Interior*



*Two-Tone Desert Dune Metallic/Gray
Metallic* with Gray or Oak Interior*



*Black
with Gray or Oak Interior*



*Two-Tone Dark Emerald Pearl/Gray
Metallic* with Gray Interior*

RW4



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 the entire life of your vehicle, our focus is your complete satisfaction. And there's no better example of this than the Toyota Touch **LEASE**.

Through the Toyota Touch Lease, you can drive a new Toyota with the lease term that's right for you and still have the option of purchasing the vehicle at lease end. And

because Toyota vehicles have a historically high resale value, monthly payments tend to be low, thereby making a Toyota Touch Lease even more attractive. The reason for this is **SIMPLE**. When you lease

a vehicle, you pay for the difference between the initial cost of the vehicle and its projected value when your lease period is over (rather than the entire cost of the vehicle). In other words, you're only paying for what

you use. What's more, all new Toyota vehicles are eligible under the Toyota Touch Lease and, just like a purchase, your leased vehicle carries a Toyota new-vehicle limited warranty. So, see your participating

Toyota dealer for details to find out more about how easily a Toyota Touch Lease

can put **YOU** into the Toyota you've always dreamed of driving. For additional information, call our Customer Assistance Center at 1-800-331-4331

weekdays 6 a.m. to 6 p.m. PST. (Hours may vary depending on time zone) or our TDD at

1-800-443-4999. And be sure to check out our website at: <http://www.toyota.com>.

Buckle Up! Do it for those who love you.



HRUNNER



LAND CRUISER



TACOMA



T100



TERCEL



COROLLA



CAMRY



AVALON



PREVIA



PASEO



CELICA



SUPRA



I Love What You Do For Me

PT6-204 (4/96) 006D-9032

Lease in U.S.A. 9036

©1996 Toyota Motor Sales, U.S.A., Inc.



PRINTED ON RECYCLED PAPER
10% POST-CONSUMER FIBER