



TOYOTA

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C R E S S I D A

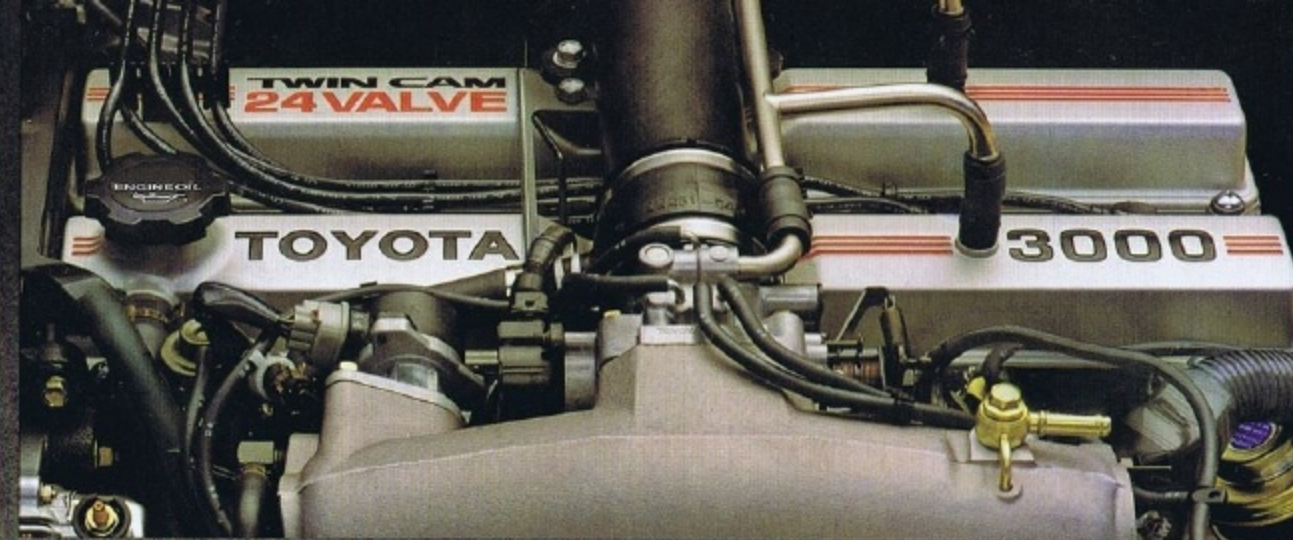


A thread of light traces Cressida's profile. Taut lines whisper speed; motion caught in metal. Its cockpit invites. Switch on. The call of its powerplant announces Cressida's authority over the road. All-new for 1989, Cressida offers unexcelled levels of performance and sophisticated elegance at an attainable price. Those who have achieved success deserve its pleasures; you take much for granted in Cressida, and Cressida delivers. With unmatched quality and an honored tradition of excellence, Cressida is the Pride of Toyota.

Shown with optional equipment.

PRIDE

For the driver, Cressida offers a rare mixture of sport and luxury. Cressida's sophisticated 190-hp twin-cam engine provides masterful power for responsive operation. Enjoy the relaxed touring confidence of a true driver's environment.



Cressida's reliable powerplant assures you effortless, long-distance touring with instant exhilaration always on tap.

Cressida can easily transform a relaxing country ride into an exhilarating performance. The road ahead says adventure. Go ahead: you prefer to attack life's challenges, and frequently ask the same of your automobile.

Crafted Power—At first, only the quiet sweep of the needles announces Cressida has come to life. Scan the analog gauges: Cressida's

controls are placed to ease driving. Everything is at hand. Quickly, Cressida's superb, deep-breathing 3.0-liter 6-cylinder twin-cam 24-valve electronically fuel-injected engine warms to the chase. Beneath the hood, multi-valve technology is at work. The standard electronically controlled 4-speed automatic transmission is at hand.

Commanding Grace—

At speed, Cressida hits its stride. Responsive, sure-footed control derives from its MacPherson front struts and double wishbone independent rear suspension. Cressida has the poise and power to master the most challenging road. Progressive power steering matches need to speed, and optional computer-controlled Anti-lock Brake System (A.B.S.) helps give precise control whenever you need to apply the brakes decisively.

All-New—Cressida is a world-class performer with a confident stride. You have to drive it to believe it. For 1989, Cressida is unleashed.

Shown with optional equipment.

The race-derived double wishbone independent rear suspension is responsive enough to tame any road, while retaining maximum comfort.



The road invites. Cressida's controls are placed at the ready.

UNLEASHED

Cressida is Toyota's ultimate touring sedan and its most prestigious car. Cressida's mystique is built on Toyota Quality and the efficiency of modern engineering to achieve responsive operation. Its heritage of luxury means that even the smallest details are crafted to meet the standards of the most demanding owners.



Cressida heritage: The J.D. Power & Associates Survey confirms that for the last two years Cressida has been the most trouble-free new car sold in America.*

Cressida represents the pinnacle of Toyota quality and reliability. For the last two consecutive years, Cressida has distinguished itself as a leader among 144 competing models to become the most trouble-free new car sold in America.* No

other car has won this prestigious honor two years in a row. In addition, Cressida has been ranked #1 in its segment for customer satisfaction—two years in a row.**

Unmatched Refinement—Achieving Cressida's level of owner satisfaction requires

great effort discovering exactly how the features of the car should be designed to be most helpful to the driver. Important operating controls must be accessible and adjustable to the driver's personal comfort and, like the shift knob, fit exactly; the large analog instruments must be located within the driver's line of vision so they can be read at a glance. The standard electronically controlled 4-speed automatic overdrive transmission must shift smoothly. Success at this

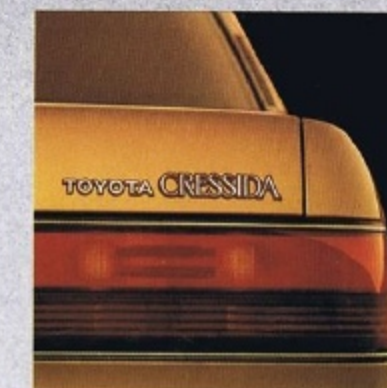
level of sophistication is only achieved as the result of an unyielding commitment to customer satisfaction. It is a process more akin to scientific research than to manufacture.

Fabled Fit and Finish—Cressida's heritage of trouble-free operation and comfort is taken for granted. For 1989, attention to Cressida's finish borders on the fanatic: virtually no fasteners are visible, even on closest inspection; seat coverings are fitted over pre-compressed forms to assure a snug fit; superb

sound insulation provides relaxing quiet so all may enjoy Cressida's standard 6-speaker audio system; even the power door and window controls have been redesigned so they can be more comfortable to operate.

You will recognize such subtle details as evidence of the true measure of the new Cressida's lineage.

*Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys for 1987 and 1988 vehicles.
**J.D. Power & Associates 1987 and 1988 CSI Customer Satisfaction with Product Quality and Dealer Service (for 1986 and 1987 vehicles). Shown with optional equipment.



Softly rounded lines, flush glass and fluid curves give the new Cressida outstanding grace.

Elegant styling combines with exacting fit and finish to illustrate why Cressida is such an ultimately satisfying car.



LINEAGE

Cressida's comfort extends throughout the car. The dash is arranged to enhance the driver's operating comfort, and is integrated with the door panels for a comfortable driving environment. For the ultimate in luxury, choose Cressida's optional leather Seat Trim Package (shown at right).



Cressida displays the engineer's technical mastery to put the controls where you most expect them: the large analog gauges are located straight ahead. Essential controls, including remote satellite switches for key audio settings, are grouped in the color-keyed center console, while the lights, windshield wiper/washer, and cruise controls are conveniently stalk-mounted.

Soft velour upholstery creates an inviting atmosphere. Cressida's optional Luxury and Power Seat Adjustment Package is shown in Taupe cloth.



Cressida Luxury—Inside Cressida's ultimate luxury is nowhere more apparent than in its optional leather-trimmed interior. The details of Cressida's interior have been refined so every item contributes to a sense of relaxation. The finish of the seats and interior is luxurious, and the superb sound of the standard AM/FM stereo electronically tuned receiver with cassette and optional compact disc player seems to put you in the best seat at a concert.

Its integrated design and sumptuous appointments make the Cressida experience truly majestic.

Shown with optional equipment.



MAJESTIC



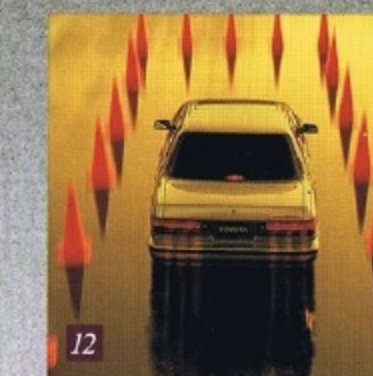
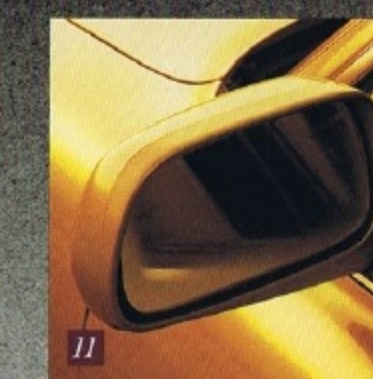
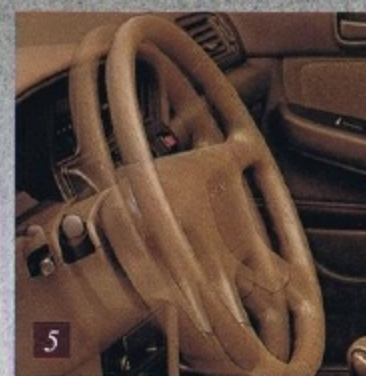
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PROWESS

In Cressida's sleek prowess, technology attains a new level of elegance. Here also, craft accomplishes a new level of sophistication. Pride in workmanship combines with the perfection of modern technology to create new standards of achievement. In Cressida, the science of automotive form and function is raised to art.
Shown with optional equipment.

11

You'll find that most desirable features are already standard in Cressida, and they are designed to meet a broad range of tastes and demanding standards.



1 Cressida's power assists fall easily to finger. Its power assists include contoured switches for the windows along with remote door locks. From the driver's door, the key unlocks either the driver's door or all doors remotely.

2 Cressida's automatic front shoulder belt system is an easy way to keep the

buckle-up habit. Both out-board rearseat passengers have 3-point shoulder belts.

3 Take a seat of comfort and power. The optional Luxury Power Adjustment Package driver's seat (Shown in Taupe Cloth) offers additional power assists for extra comfort. The standard driver's seat is 7-way adjustable.

4 Softly curved lines, wraparound rear lamps, color-keyed mirrors and bumpers highlight the new Cressida's aerodynamics. (Shown in Pewter Pearl)

5 A standard telescoping steering wheel lets you select your most comfortable driving position. The wheel also tilts to provide easy entrance and exit.

6 Here's Cressida's new elegance in air conditioning controls: the most frequently-used switches are located on the control panel; less frequently used switches are located on the slide-out panel. Automatic climate control maintains the set temperature regardless of outside weather.

7 Cressida's standard AM stereo/FM stereo electronic-tuning radio has cassette, acoustic flavor/tone control equalizer and six speakers. The large LCD display makes station-checking a breeze.

8 Add Cressida's optional compact disc player to the standard audio system for the highest fidelity.

9 Another example of the thoughtfulness of Cressida's interior is the Satellite Switch Group panel, which puts key radio controls within easy reach of the driver.

10 Cressida's optional dual-action power moonroof tilts as well as slides. To keep you cool at all times, the moonroof is tinted bronze and includes a

sliding shade for complete privacy. A warning buzzer reminds you if you switch off the ignition when the moonroof is tilted.

11 Cressida's side-view mirrors have electric defoggers. They're great when you're maneuvering on frosty mornings.

12 Optional Anti-Lock Brake System (A.B.S.) helps

prevent lock-up at any wheel even under severe braking conditions, even on wet roads. A computer monitors the wheels and modulates brake system pressures to help maintain the maximum possible traction.

For further information on features and options, see page 14-15. Shown with optional equipment.

PREFERENCES

STANDARD FEATURES

PERFORMANCE

- 3.0-liter 6-cylinder twin-cam 24-valve engine
- Computer-controlled multi-point fuel injection system
- Computer-controlled ignition system
- Electronically controlled 4-speed automatic overdrive transmission with shift point selector and lock-up torque converter
- Speed-sensing progressive-type power rack-and-pinion steering
- Power-assisted brakes (ventilated 4-wheel discs)
- 195/65R15 all-season steel-belted radial tires
- Full-size spare tire with steel wheel

EXTERIOR

- 15" x 6" aluminum alloy wheels
- Color-keyed front/rear bumpers and front/rear mudguards
- Aero-styled tungsten halogen headlamps
- Dual color-keyed power remote-controlled mirrors with defoggers and passenger-side wide-view convex mirror (anti-splash design)
- Flush-mounted tinted glass with upper shaded windshield band
- Wide protective side moldings
- Chrome-tipped exhaust

INTERIOR

- Tachometer, coolant temperature and fuel level gauges
- Resettable tripmeter
- Electric rear window defogger with timer
- Adjustable intermittent windshield wipers/washers with mist cycle
- Front side window demisters
- Satellite Switch Group—includes fingertip-close audio controls and

hazard warning light controls

- Tilt and telescopic steering wheel
- Column-mounted cruise control
- Digital quartz clock
- Push button soft-touch automatic temperature control air conditioning and Flo-thru ventilation system controls in convenient slide-out drawer
- Automatic illuminated entry and exit/fade-out system
- Automatic-off headlamp system
- Automatic front shoulder belt system and 3-point rear seatbelts (outboard positions only)
- Centrally controlled power windows and power door locks
- Two-turn driver's door unlock system
- Dual overhead maplights and passenger-side illuminated visor vanity mirror
- Fully padded console with storage area and padded armrest
- Front console with dual cup holder and covered storage area
- Reclining front bucket seats with 7-way adjustable driver's seat (2-way headrest, seat cushion tilt front and rear, seatback recline, 3-position lumbar support and fore/aft adjustments)
- Seats with velour seat trim, coordinated cloth door trim and dual door map pockets
- Remote fuel filler door and trunk releases
- Full cut-pile carpeting, fully carpeted trunk with lid liner and luggage compartment light
- Theft Deterrent System
- AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone equalizer, 6 speakers & automatic diversity-type power antenna

OPTIONS

PERFORMANCE

- Anti-lock Brake System (A.B.S.)

EXTERIOR

- Power one-touch tilt-and-slide bronze tinted glass sun/moonroof with shade and tilt-up warning buzzer

INTERIOR

- Luxury carpeted floor mats with stitched "Cressida" logo
- Compact disc player

PACKAGES

- Leather Seat Trim Package*—includes luxury leather seat trim and leather coordinated door trim
- Luxury and Power Seat Adjustment Package—includes luxury velour seat trim, with luxury cloth door trim, driver-side power fore/aft, seatback recline, 4-way bottom cushion tilt and manual lumbar support adjustments (may be ordered with Leather Seat Trim Package)

MILEAGE ESTIMATES**

Estimated city MPG/estimated highway MPG 19/24

*Power Seat Package available with Leather Seat Trim Package.

**1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment; see Features chart. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.

DATA

BODY/FRAME CONSTRUCTION

Unitized body

STEERING TYPE

Speed sensing progressive-type power rack-and-pinion, collapsible shaft

BRAKES

Power-assisted (ventilated 4-wheel discs)

SUSPENSION FRONT

MacPherson strut, off-set coil springs, low-pressure gas-filled shock absorbers and ball joint stabilizer bar

SUSPENSION REAR

Unequaled length double wishbone, independent rear suspension with off-set coil springs, low-pressure gas-filled shock absorbers and ball joint stabilizer bar

ENGINE TYPE

6-cylinder twin-cam 24-valve with electronic fuel injection

DISPLACEMENT

3.0 liters (2954cc)

HORSEPOWER (SAE net)

190 @ 5600 rpm

TORQUE (SAE net)

185 ft.-lbs. @ 4400 rpm

EXTERIOR DIMENSIONS (in.)

Wheelbase 105.5

Overall length 189.6

Overall width 67.3

Overall height 54.1

Tread width (front) 57.3

Tread width (rear) 57.3

INTERIOR DIMENSIONS (w/o sunroof)

Head rm. (in.) (front/rear) 38.4/37.1

Leg rm. (in.) (front/rear) 42.8/35.0

Shoulder rm. (in.) (front/rear) 54.6/54.4

CAPACITIES

Luggage capacity (cu. ft.) 12.5

Fuel tank capacity (gal.) 18.5

CURB WEIGHT (lbs.)

3417

TIRES (steel-belted radial)

Type: All-season blackwall

Size: 195/65R15

FABRICS

INTERIOR TRIM LEVELS

COLORS

Standard Cloth Maroon, Blue, Gray, Taupe

Luxury Power Seat Package Maroon, Blue, Gray, Taupe

Leather Trim Package Maroon, Blue, Gray

COLORS

EXTERIOR

INTERIOR

White Maroon or Blue

White Pearl Maroon or Blue

Platinum Silver Metallic Gray

Medium Slate Metallic Gray

Ice Blue Pearl Blue

Dark Blue Pearl Blue

EXTERIOR

INTERIOR

Pewter Pearl Taupe

Taupe Pearl Taupe

Medium Red Pearl Gray or Maroon

Dark Red Pearl Maroon

Black Maroon or Taupe

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

Considering the quality behind every car we sell, it's no wonder Cressida has been rated the most trouble-free new car sold in America for two years running!

TOYOTA LIMITED WARRANTY: 36 MONTHS/36000 MILES

The Toyota Touch is backed by a 36-month/36,000-mile basic new vehicle limited warranty that applies to all components other than normal wear and maintenance items. And 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!

*Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys (for 1987 and 1988 vehicles).

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TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

'89 C R E S S I D A