

1978 TOYOTA

CRESSIDA

*A few
Important Questions
You should ask yourself
before buying your
New Car.*



Most people approach the purchase of a new car feeling just a bit uneasy.

Perhaps they should. For most people, it's a big decision; there's a lot to think about on the way to purchasing a new car. If we can, we'd like to help make it easier.

To do that, we created the brief set of questions and answers you see here. The questions were designed to help start you thinking about your new car purchase. The answers should tell you something about Toyotas. We hope you'll consider them both before buying any new car.

We're pretty certain you'll end up buying a Toyota, once you've discovered Toyota quality. In fact, we're certain enough to issue a challenge you've probably heard a few times before: If you can find a better built small car or truck than a Toyota, buy it.

Can I count on the car to hold up?

At Toyota, dependability is considered the most important quality a car can have. It's also a tradition. A tradition of craftsmanship and pride handed down through the years—reflected in Toyota quality.

Examine the paint on a new Toyota Cressida. Toyotas are completely submerged in primer, so you'll find it under the hood, up under the fenders—places that some manufacturers often skip. Because at Toyota, paint is more than just a pretty color—it's protection.

This is only one small example and you'll find hundreds more just like them. They're part of Toyota's quality tradition and built into every car and truck.

But perhaps the best way to find out about Toyota dependability is to ask someone who owns one. They'll tell you how dependable Toyotas are.

Does the car come well equipped?

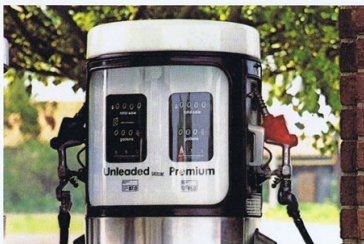
Toyotas come very well equipped, especially Cressida. It's a luxury car with elegant exterior styling, a roomy interior, plus all the other features you'd find on a car in this class.

Every Cressida comes standard equipped with a big, reliable 2.6 liter 6-cylinder engine, a 4-speed overdrive automatic transmission that helps get good gas mileage* and reduces engine wear, too, power steering, air conditioning, AM/FM/MPX 3-speaker stereo radio and white sidewall steel belted radial ply tires, included in the base sticker price. You'll find a list of Cressida standard features on the specifications page.

We equip Toyotas with so much built-in value because our research has shown us that that's the way you want a quality car equipped.



Cressida 5-Door Wagon

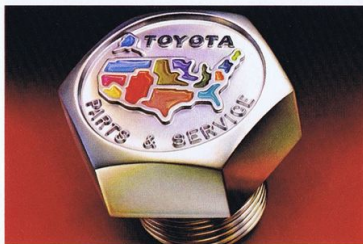


Is the car economical?

There's a lot more to economy than good gas mileage. At Toyota, we call this other type of economy *total economy*.

Total economy includes things like choosing a car that's equipped well right from the start, so you don't end up paying extra for a lot of costly options. And getting a car that has long service intervals designed to help cut down on the amount of regular servicing your car requires. Plus, you'll want a car that's dependably built, so it'll keep its value in the long run.

But don't think we consider good gas mileage unimportant; at Toyota, it's one of the things we're proudest of. See the estimated EPA mileage figures for both Toyota Cressidas on the specifications page. Sometimes even numbers speak louder than words.



Are parts and service easily available?

At Toyota, we believe that good after sales service is an especially important part of selling quality cars.

That's why more than 1000 Toyota dealers spread out all across the country make up the Toyota network of quality parts and service departments. With so many to serve you, you're never likely to be far away from one.

Next time you visit your local Toyota dealership, take a look around. You'll find it well equipped and efficiently run with special tools, skilled service technicians and original Toyota replacement parts. In addition, you'll find the same care and pride that goes into the crafting of all Toyota cars and trucks.

For more information on Toyota parts and service, please see the story on your Toyota dealer near the back of this brochure.

THE TOYOTA CHALLENGE:

3

*"If you
can find a Better Built
Small Car or Truck
than a Toyota,
Buy it."*

What does the Toyota challenge mean to me?

It means simply this: At Toyota, we're confident in the quality of the cars and trucks we build—enough to invite you to compare them with others.

If you do, we think you'll find that Toyotas offer the best combination of quality, value and dependability in the marketplace.

Today, Toyota offers a car or truck to suit almost everybody; 29 different models to be exact. No other import offers such a wide selection.

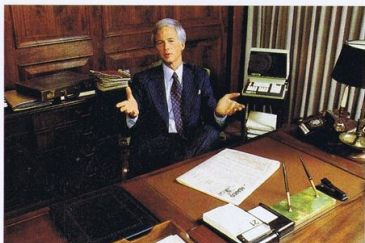
For example, there are two spacious Cressidas to choose from. Cressida has the elegance, comfort and styling of expensive European cars, but at a price you can afford.

But above all, remember—the Toyota name has come to mean value, dependability and most of all—quality. If you can find a better built small car or truck than a Toyota, buy it.

*See EPA mileage figures on specifications page.



Cressida 4-Door Sedan



I'm a stock broker and I know a good investment when I see one. Take my Toyota Cressida Sedan. It's got the contemporary styling, handling and performance that I wanted. And it cost a lot less than those luxury European imports.



This smart-looking dash has a full set of easy-to-read instruments, including a tachometer and an Electro Sensor Panel called ESP[®], a unique early warning device that monitors three different functions. Those swivel outlets are for the air conditioner and outside air. The air conditioner, by the way, was another extra that didn't cost extra.



You know what really surprised me about Cressida? This 4-speed overdrive automatic transmission. It helps to get good gas mileage, provides faster acceleration, and helps reduce engine wear and noise when driving in fourth gear.

STANDARD FEATURES

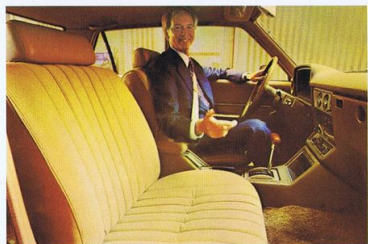
Toyota Cressida 4-Door Sedan

- 2.6 liter SOHC 6-cylinder engine
- Fully transistorized ignition system
- 4-speed overdrive automatic transmission
- Power steering
- Air conditioning with 4-speed fan
- AM/FM/MPX 3-speaker stereo radio
- Steel belted white sidewall radial ply tires
- Power assisted front disc brakes
- MacPherson strut front suspension
- Solid, welded unitized body
- Luxurious cord-type seat fabric
- Wall-to-wall cut-pile carpeting
- Lumbar support (driver's seat)
- Fold-down rear seat armrest
- Reclining front bucket seats
- Tachometer
- Locking fuel filler door
- Resettable tripmeter
- Electro Sensor Panel (ESP[®])
- Electric clock
- Tinted glass
- Power boosted Flo-thru ventilation
- Wide body side moldings
- Simulated woodgrain accent steering wheel

For a complete list of standard features plus optional equipment, please see the specifications page.

*See EPA mileage figures on specifications page.





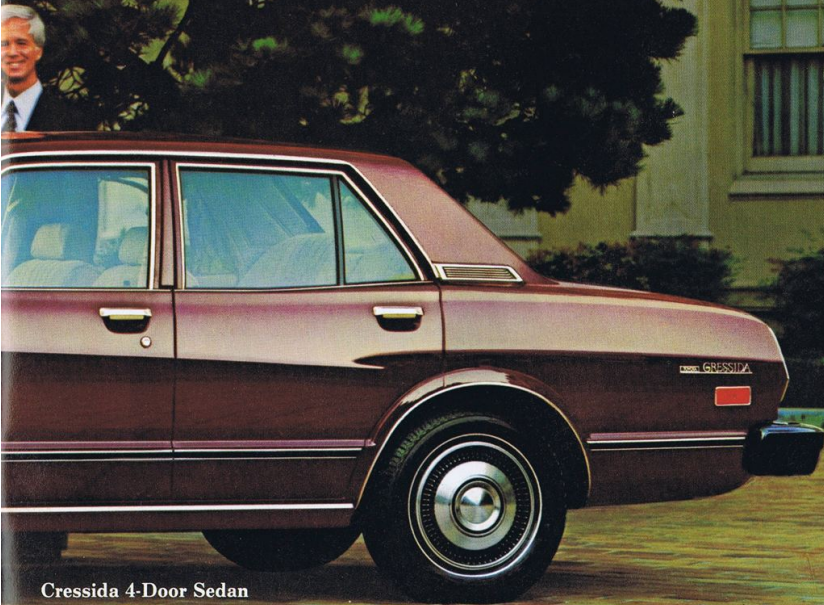
An additional touch of luxury is the rich, cord-type fabric covering these plush, reclining bucket seats. The driver's seat even contains a 3-way position lumbar support for additional comfort. And the spacious interior is extremely well isolated against noises.



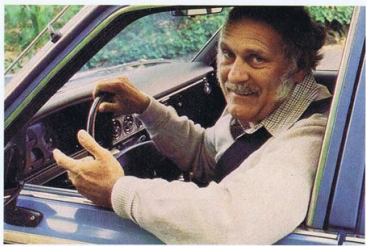
Another nice feature about my Cressida is these steel-belted radial ply tires, included in the base sticker price. Another extra I didn't pay extra for.



There are many reasons why I'm bullish on Cressida. The elegant exterior styling; the luxurious interior with loads of leg, shoulder and headroom; and the 4-speed overdrive automatic transmission, combined with an efficient 2.6 liter, 6-cylinder engine for performance and fuel economy.



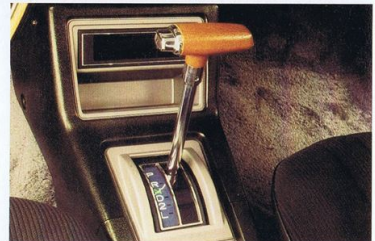
Cressida 4-Door Sedan



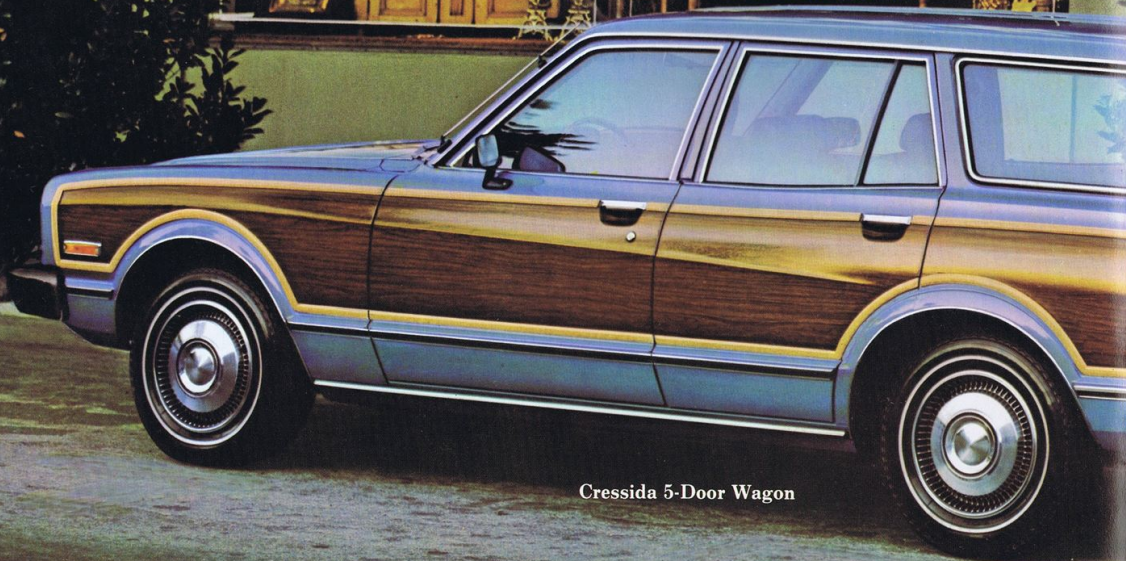
Pam and I collect antiques. We appreciate fine craftsmanship and styling. That's what sold us on this Toyota Cressida Wagon. We think it's truly a collector's item.



Take these plush reclining front bucket seats. They're upholstered in a rich, cord-type material. And they easily adjust to numerous comfortable positions.



One outstanding feature, included in the base sticker price, is this 4-speed overdrive automatic transmission. It's convenient in heavy traffic, responsive, smooth shifting and helps us get good gas mileage in the city, or on the highway.* And you know what? It's a feature rarely found on luxury cars.



Cressida 5-Door Wagon



We're amazed at the attention to detail in this luxuriously appointed wagon. Note the simulated woodgrain accented steering wheel. And the carefully designed dash with easy reading gauges, warning lights, and an Electro Sensor Panel device called ESP®.

This wagon came with just about everything you'd want as standard equipment in the base sticker price, including this AM/FM/MPX 3-speaker stereo radio with fader control. And, believe it or not, air conditioning.

As antique collectors, we value the spacious, fully carpeted cargo area in our 5-door wagon. We can add more space by dropping the handy fold-down rear seat. And Pam is happy about how easy it is to raise and lower the rear door.



STANDARD FEATURES

Toyota Cressida 5-Door Wagon

- 2.6 liter SOHC 6-cylinder engine
- Fully transistorized ignition system
- 4-speed overdrive automatic transmission
- Power steering
- Air conditioning
- AM/FM/MPX 3-speaker stereo radio
- Simulated woodgrain siding
- Steel belted white sidewall radial ply tires
- Power assisted front disc brakes
- MacPherson strut front suspension
- Luxurious cord-type seat fabric
- Wall-to-wall cut-pile carpeting
- Carpeted cargo area
- Reclining front bucket seats
- Locking glove box
- Resettable tripmeter
- Electro Sensor Panel (ESP®)
- Electric Clock
- Locking fuel filler door
- Electric rear window defogger
- Power boosted Flo-thru ventilation

For a complete list of standard features plus optional equipment, please see the specifications page.

*See EPA mileage figures on specifications page.

CRESSIDA FEATURES

S—Standard —Not Available

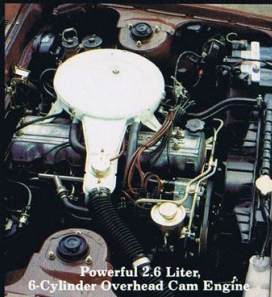
4-Door Sedan
5-Door Wagon

4-speed overdrive automatic transmission	S	S
2.6 liter SOHC 6-cylinder engine	S	S
Power steering	S	S
AM/FM/MPX 3-speaker stereo radio	S	S
Air conditioning	S	S
Luxurious cord-type fabric upholstery	S	S
Wall-to-wall carpeting	S	S
Carpeted trunk/cargo area	S	S
Adjustable Lumbar support (driver's seat)	S	S
Fold-down rear seat armrest	S	—
Adjustable front head restraints	S	S
Power assisted front disc brakes	S	S
Fully transistorized ignition system	S	S
Tachometer	S	S
Tinted glass (except cargo area windows on wagon)	S	S
Steel-belted white sidewall radial ply tires	S	S
Simulated woodgrain siding	—	S
Heater/defroster w/4-speed fan	S	S
Resettable tripmeter	S	S
MacPherson strut front suspension	S	S
Simulated woodgrain steering wheel	S	S
Passenger assist grips	S	S
Multi-position door openings	S	S
Full console with storage area and armrest	S	S
Locking glove box	S	S
Storage tray beneath glove box	S	S
Day/night inside rear view mirror	S	S
Column-mounted windshield wiper with intermittent action feature	S	S
Luxury wheel covers	S	S
Locking fuel filler door	S	S
Front seat back pockets	S	S
Cigarette lighter	S	S
Color keyed interior	S	S
Wide body side moldings	S	S
Power boosted flo-thru ventilation	S	S
Reclining front bucket seats	S	S
Electro Sensor Panel	S	S
Electric Clock	S	S

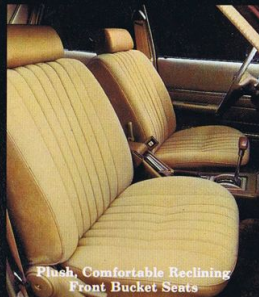
EXTERIOR COLORS

White • Silver Metallic • Red • Deep Red • Gold Metallic • Beige • Copper Metallic • Yellow • Light Green Metallic • Light Blue Metallic

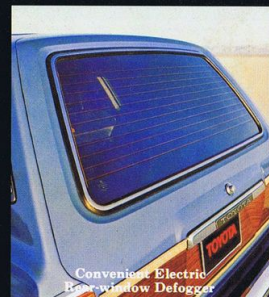
Specifications, equipment and prices are subject to change without notice. The names and situations portrayed in this brochure are fictional and are not intended to represent actual persons.



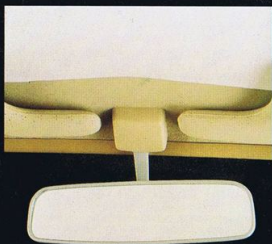
Powerful 2.6 Liter, 6-Cylinder Overhead Cam Engine



Plush, Comfortable Reclining Front Bucket Seats



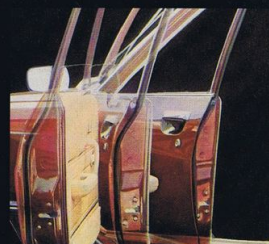
Convenient Electric Rear Window Defogger



Day/Night Rear-view Mirror



Handsome 3-Spoke Steering Wheel



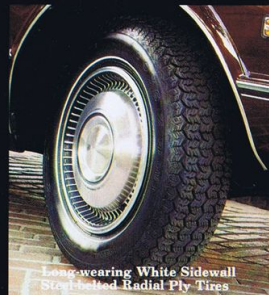
Easy Entrance/Exit Multi-position Door Openings



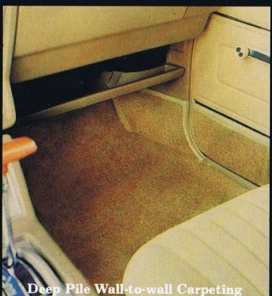
Fully Transistorized Ignition



Resettable Tripmeter



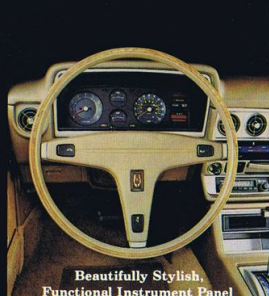
Long-wearing White Sidewall Steel-belted Radial Ply Tires



Deep Pile Wall-to-wall Carpeting



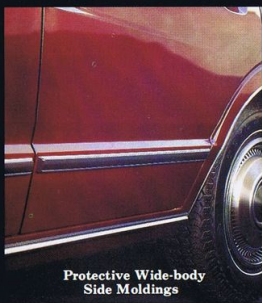
Styld Wheel Covers



Beautifully Stylish, Functional Instrument Panel



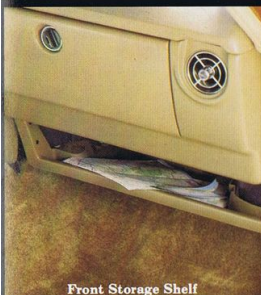
Electric Clock



Protective Wide-body Side Moldings



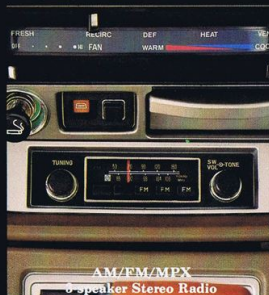
Factory Air Conditioning



Front Storage Shelf



Luxurious Cord-type Upholstery



AM/FM/MPX 6-speaker Stereo Radio

CRESSIDA SPECIFICATIONS

BODY/FRAME CONSTRUCTION	Unitized Body Construction
SUSPENSION FRONT	MacPherson Strut, coil springs, strut bars and stabilizer.
SUSPENSION REAR	4-link with coil springs, double-acting hydraulic telescopic shock absorbers and lateral track bar.
STEERING	Power-assisted Recirculating Ball, Collapsible Shaft
BRAKES FRONT/REAR	Power-assisted Front Disc, Rear Drum
ENGINE TYPE	6-Cylinder Single Overhead Camshaft
Displacement (cc)	2563
Horsepower (SAE Net)	108 hp @ 5000 rpm
Torque (SAE Net)	134 ft. lbs. @ 2400 rpm

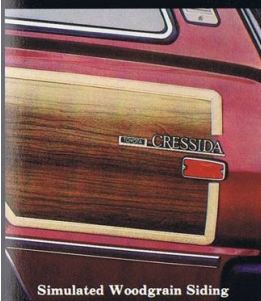
EXTERIOR DIMENSIONS (inches)	4-DR SEDAN	5-DR WAGON
Wheelbase	104.1	104.1
Overall Length	185.0	184.4
Overall Width	66.1	66.1
Overall Height	54.3	54.7
Tread Width/Front	54.1	54.1
Tread Width/Rear	53.1	53.1
Curb Weight (lbs.)	2,693	2,770

INTERIOR DIMENSIONS (inches)		4-DR SEDAN	5-DR WAGON
Head Room	Front	37.8	37.8
	Rear	36.2	37.2
Leg Room	Front	41.5	41.5
	Rear	33.0	31.5
Shoulder Room	Front	52.1	52.1
	Rear	53.3	53.3

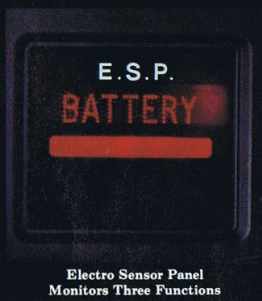
CAPACITIES		4-DR SEDAN	5-DR WAGON
Trunk or Cargo Area (Cu. Ft.)		11.9	65.3 (Rear seat down)
Fuel Tank (Gallons)		17.2	16.2

TIRES		4-DR SEDAN	5-DR WAGON
Type		Steel Belted Radial Ply	Steel Belted Radial Ply
Size		175 SR14	175 SR14

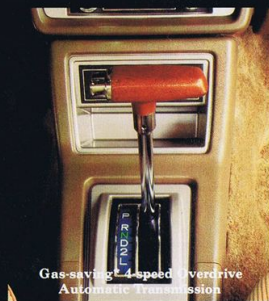
*EPA STATEMENT		49 States	California
Transmission		Highway City	Highway City
4-speed overdrive automatic		27 20	24 18



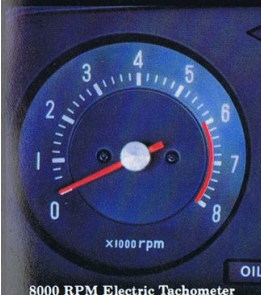
Simulated Woodgrain Siding



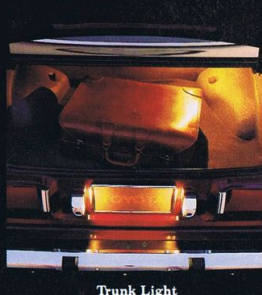
Electro Sensor Panel Monitors Three Functions



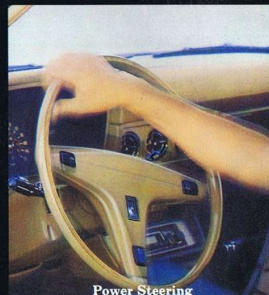
Gas-saving 4-speed overdrive Automatic Transmission



8000 RPM Electric Tachometer



Trunk Light



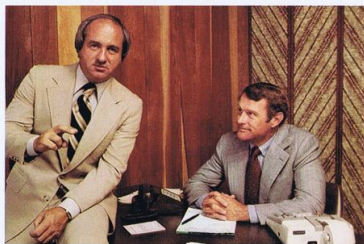
Power Steering

*Remember, EPA gas mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.



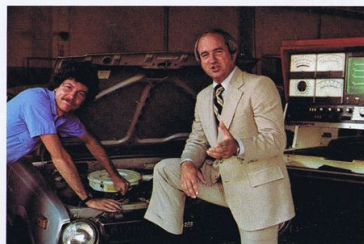
Your local Toyota dealership is undoubtedly the best place to begin shopping for a new Toyota.

You'll have a chance to examine the Toyota models first hand, and if you like, have a chat with one of the sales staff about your car-buying needs. They can provide just the kind of no-nonsense answers new car and truck shoppers need to help them arrive at an intelligent buying decision.



Toyota salespersons do much more than sell new Toyotas. They're Toyota information experts, trained to help new car shoppers solve their car-buying problems. You'll find them loaded with facts and figures on things like model selection, features, options, prices, trade-ins, servicing, warranties, and just about anything else you might want to know about Toyotas.

So next time you have a question concerning your new car or truck purchase, or if you just want to have another look at the new Toyotas—drop by, or just call your local Toyota dealership. You'll find them waiting to serve you.



Toyota service departments are well equipped and efficiently run, with a broad assortment of tools, many designed specifically for work on Toyotas.

Toyota service technicians, too, are specially schooled and trained in the finer aspects of Toyota service techniques. Many have gone on to achieve certification by the National Institute for Automotive Service Excellence (NIASE), an independent organization supported by the automobile industry as a whole.

So when it comes time to have your new Toyota serviced, remember, nobody is as well equipped and well informed on Toyotas as a Toyota service department.





Toyota parts departments stock original factory replacement parts. This insures that Toyota owners receive the same outstanding quality in their parts purchases as originally went into their new Toyota.

If your Toyota ever needs a replacement part, chances are your Toyota dealer has it in stock. If he doesn't, he can get it for you fast from Toyota's 100 million dollar parts inventory.

Toyota original replacement parts are readily available because parts are pre-stocked for all new models, including a large inventory of factory approved options.

Toyota original factory replacement parts—the best way to keep your new Toyota *all Toyota*.



Toyota pre-delivery preparation starts with an inspection of all features, fluid levels and running gear. If the service department finds a discrepancy, adjustments are made until everything is brought up to proper standards of performance. Next, the vehicle is cleaned inside and out, until the vehicle is detailed to perfection.

At Toyota, we want you to be happy with your new car or truck—right from the very first day you own it. Toyota pre-delivery preparation makes certain you are.



Toyota new vehicle inventories include a wide range of Toyota models to choose from.

You may be surprised to learn that Toyota makes twenty-nine different models—from sporty cars to trucks and luxury sedans, to 4-wheel drive off-road vehicles.

You'll have a wide selection of interior-exterior colors and a choice of several transmissions to choose from, too.

There's a good reason why Toyota dealers are such dedicated professionals. It's because they've learned that the best way to sell quality cars and trucks is to offer efficient, no-nonsense, quality service right along with them. It's a package deal—quality service for quality cars and trucks—you got it, at Toyota.



Quality.
You asked for it. You got it.
TOYOTA