



The complete works of Toyota.

Toyota Celica ST

The Toyota that people are talking about is the new Celica ST, the personal car with styling that will set us apart from other economy cars. The interior features a sculpted woodgrain dash complete with tachometer, electric clock and radio. Steering wheel, console and gearshift are also woodgrain. The reclining bucket seats are deep and wide. The exterior is long, low and sports a louvered hood and radial tires. And the sporty 108 hp, 4-on-the-floor combination gets you around 25 miles to the gallon.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, single overhead cam.

DISPLACEMENT: 113.4 cu. in.

COMPRESSION RATIO: 9.0:1.

HORSEPOWER: 108 @ 5,500 rpm.

MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.

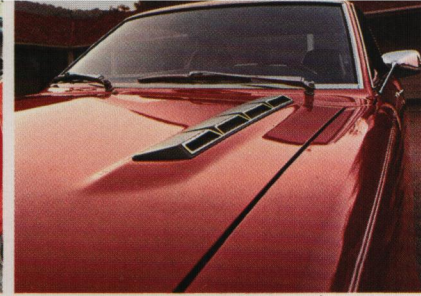
TRANSMISSION: 4-speed synchromesh.

BRAKES: Power braking system with front discs. Self-adjusting rear drums. Dual tandem master cylinders.

WHEELBASE: 95.5 in. WEIGHT: 2,265 lbs.

PERFORMANCE: Max. speed: 109 mph.

Cruising speed: 87 mph.



Toyota Celica ST



Toyota Corolla

Success has never spoiled Toyota. That's why, after producing more than one million Corollas, we're still improving the product. The new Toyota Corolla is bigger and more powerful. Seventy-three horsepower gets you going quickly. (A bigger 1600cc, 102 hp engine is also available on all three models.) And a power braking system with front discs stops you, now! Add this to lush new interior and exterior styling, gas economy at about 28 miles per gallon and a still very low purchase price, and you've got a typical Toyota success story. The high spirited Toyota Corolla.

SPECIFICATIONS:

Corolla 1200

ENGINE: 4 cyl. in line, overhead valve.
DISPLACEMENT: 71.1 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 73 @ 6,000 rpm.
MAX. TORQUE: 74.2 ft. lb. @ 3,800 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
BRAKES: Braking system with front discs.
WHEELBASE: 91.9 in. WEIGHT: Fastback: 1,715 lbs. 2-door Sedan: 1,725 lbs. Station Wagon: 1,805 lbs.
PERFORMANCE: Max. speed: Fastback, 94 mph. 2-door Sedan, 91 mph. Station Wagon, 84 mph. Cruising speed: Fastback, 81 mph. 2-door Sedan, 78 mph. Station Wagon, 72 mph.

Corolla 1600

ENGINE: 4 cyl. in line, overhead valve.
DISPLACEMENT: 96.9 cu. in.
COMPRESSION RATIO: 8.5:1.
HORSEPOWER: 102 @ 6,000 rpm.
MAX. TORQUE: 101 ft. lb. @ 3,800 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh. Automatic transmission (optional).
BRAKES: Power braking system with front discs.
WHEELBASE: 91.9 in.
WEIGHT: 2-door Sedan and Fastback: 1,915 lbs. 4-door Sedan: 1,955 lbs. Station Wagon: 2,000 lbs.
PERFORMANCE: Max. speed: Manual transmission, 105 mph. Automatic transmission, 95 mph. Cruising speed: Manual transmission, 85 mph. Automatic transmission, 80 mph.



Toyota Corolla Fastback Coupe, Two-Door Wagon, Two-Door Sedan

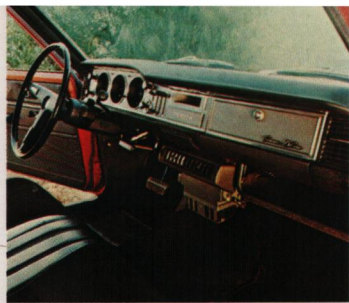


Toyota Corona

The world's fourth most popular car. In the U.S., the Toyota Corona is in demand because of its big car roominess and swift, comfortable ride. And because it's available in both a 2-door Hardtop model and 4-door Sedan. This year's Corona has a powerful new engine. A full 108 hp single overhead cam engine. With fewer moving parts. And five main bearings for a longer life with low maintenance. The all new Toyota Corona is longer, lower and wider. And even more handsome than before.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, single overhead cam.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional): 3-speed.
BRAKES: Power braking system with front discs.
WHEELBASE: 95.7 in. WEIGHT: 2,170 lbs.
PERFORMANCE: Max. speed: Hardtop, 105 mph. Sedan, 105 mph. Cruising speed: Hardtop, 85 mph. Sedan, 85 mph.



Toyota Corona Hardtop, Four-Door Sedan



Toyota Mark II

It's hard to mistake the Mark II for any other car in its field. Because, whether it's the sporty 2-door Hardtop, 4-door Sedan or roomy family Station Wagon, the Mark II comes on uniquely as a luxurious, high performing, low priced car. A car that can cruise all day at 85 mph while carrying five adults around in shameless luxury. And if 4-on-the-floor isn't your speed, the Toyota Mark II can be had with an optional 3-speed automatic transmission. And air conditioning. And a tape player. And AM/FM Stereo. Maybe you think the Mark II is indulgent. Maybe you're right.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, single overhead cam.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional): 3-speed.
BRAKES: Power braking system with front discs.
WHEELBASE: 98.8 in.
WEIGHT: Hardtop: 2,310 lbs. Sedan: 2,310 lbs.
Station Wagon: 2,430 lbs.
PERFORMANCE: Max. speed: Hardtop, 105 mph. Sedan, 105 mph. Station Wagon, 100 mph. Cruising speed: Hardtop, 85 mph. Sedan, 85 mph. Station Wagon, 85 mph.



Toyota Mark II Hardtop, Four-Door Wagon, Four-Door Sedan

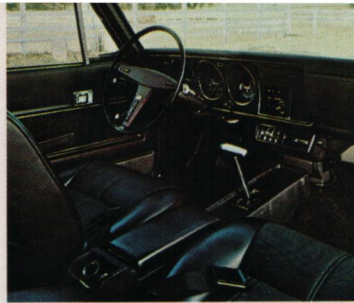


Toyota Crown

One of the world's most chauffeur-driven automobiles! The sleek Toyota Crown bears all the understated elegance you expect of a prestige automobile. Inside, it's pure luxury and comfort. Deep foam bucket seats are upholstered in rich, soft vinyl. Lush, deep pile carpeting covers the floors. And on the road, both the Crown DeLuxe Sedan and Crown Custom Station Wagon deliver library-quiet rides. Look for its equal among the world's most exotic automotive names.

SPECIFICATIONS:

ENGINE: 6 cyl. in line, single overhead cam.
7 main bearings.
DISPLACEMENT: 137.5 cu. in.
COMPRESSION RATIO: 8.8:1.
HORSEPOWER: 115 @ 5,200 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
Automatic transmission (optional): 3-speed.
BRAKES: Discs in front.
WHEELBASE: 105.9 in.
WEIGHT: Sedan: 2,965 lbs. Station Wagon:
3,140 lbs.
PERFORMANCE: Max. speed: Manual
transmission, 99 mph. Automatic
transmission, 93 mph. Cruising speed:
Manual transmission, 87 mph. Automatic
transmission, 81 mph.



Toyota Crown Four-Door Sedan, Four-Door Wagon



Toyota Land Cruiser

Built to take on the highways, byways and boondocks. The no-nonsense 4-wheel-drive Land Cruisers can roll all day at 80 mph, then take off across the woods and climb almost impossible grades. The explanation is in Land Cruiser's unique combination of a 155 hp, 6-cylinder engine and its rugged 4-wheel-drive system. Add this to seemingly indestructible construction and practical design, and you've got the makings of solid fun on wheels.

SPECIFICATIONS:

ENGINE: 6 cyl. in line, overhead valve.
DISPLACEMENT: 236.7 cu. in.
COMPRESSION RATIO: 7.8:1.
HORSEPOWER: 155 @ 4,000 rpm.
MAX. TORQUE: 225 ft. lb. @ 2,200 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 3-speed (synchromesh 2nd & 3rd).
BRAKES: Hydraulic drum type with vacuum-powered tandem master cylinders.
WHEELBASE: Hardtop, Vinyl Top: 90.0 in.
Station Wagon: 106.3 in.
WEIGHT: Hardtop: 3,600 lbs. Vinyl Top: 3,470 lbs. Station Wagon: 4,020 lbs.
PERFORMANCE: Max. speed: Hardtop/Vinyl Top, 90 mph. Station Wagon, 80 mph.

Toyota Half-Ton Pickup

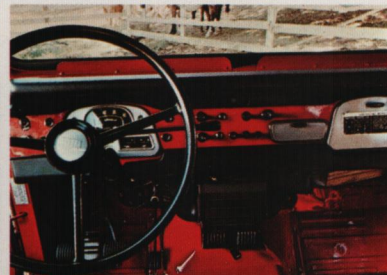
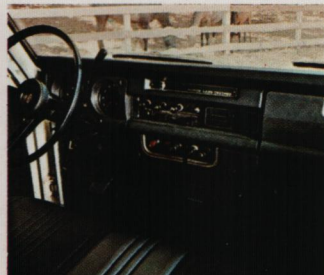
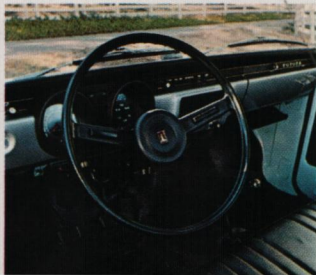
"Trim, roomy, comfortable and tough!" Words to describe the sporty-looking Toyota Half-Ton Pickup. Considering its 108 hp engine can haul half-ton loads at speeds of 85 mph, the Toyota Pickup is a pretty sophisticated vehicle. Inside, it's luxurious and roomy. And whether you're using it to haul a load, carry a camper or just for fun to drive, you can count on a sweet, quiet ride.

SPECIFICATIONS:

ENGINE: 4 cyl. in line, overhead valve.
DISPLACEMENT: 113.4 cu. in.
COMPRESSION RATIO: 9.0:1.
HORSEPOWER: 108 @ 5,500 rpm.
MAX. TORQUE: 117 ft. lb. @ 3,600 rpm.
CARBURETOR: One downdraft, 2-barrel.
TRANSMISSION: 4-speed synchromesh.
BRAKES: Hydraulic drum type with vacuum-powered tandem master cylinders.
WHEELBASE: 99.8 in.
CURB WEIGHT: 2,440 lbs.
GROSS WEIGHT: 2,840 lbs.



Toyota Land Cruiser Wagon, Vinyl Top, Hardtop. Foreground: Toyota Half-Ton Pickup. Interiors from left to right: Half-Ton Pickup; Land Cruiser Vinyl Top, Station Wagon, Hardtop.



TOYOTA

We're quality oriented

In the United States, Toyota's rise in popularity has been almost phenomenal. Partly, it's because Toyota builds the kinds of cars Americans want. But partly, it's because of Toyota's insistence on production quality and engineering innovation. Computerized assembly lines and constant testing have made Toyota manufacturing facilities the most modern automobile plants in the world.

Toyota automobiles go through hundreds of tests, piece by piece and as completed assemblies. The result is precision automobiles, designed to offer value, in terms of intergral quality, features and reliability of operation.

In essence, Toyota designs and builds a better automobile...prices it low...and provides for its service and maintenance in your local community.

PARTS AND SERVICE COAST TO COAST. There are about 850 Toyota dealers in the United States. To maintain their supply of parts and equipment, Toyota has erected huge parts depots across the nation. And to assure you of reliable service, Toyota dealers are fully staffed with skilled, factory-trained mechanics. You can rely on Toyota service and maintenance to keep your Toyota trouble free...anywhere your are... everywhere you go.

The policy of continual improvement in design and manufacture requires specifications, equipment and price to be subject to change without notice.

TOYOTA MOTOR SALES, U.S.A., INC.
2055 West 190th Street
Torrance, California 90501