

FROM PRODUCTION LINE TO YEAR TO YEAR MAINTENANCE, YOU CAN COUNT ON TOYOTA. The people at Toyota are dedicated to turning out a trouble-free vehicle...and keeping it that way. The painstaking inspection that each Toyota receives before it leaves the factory gives you a good idea of the meticulous care that Toyota takes in producing a superior vehicle...in design, in performance, in craftsmanship.

And once a Toyota leaves the factory, it gets the best service possible. There are hundreds of Toyota dealers from coast to coast with personnel trained to give experts care to all Toyota products. Huge depots all across the country can supply parts within 24 to 48 hours. When you purchase a Toyota, you're in safe hands. Toyota has staked its reputation on one phrase. We're quality oriented.



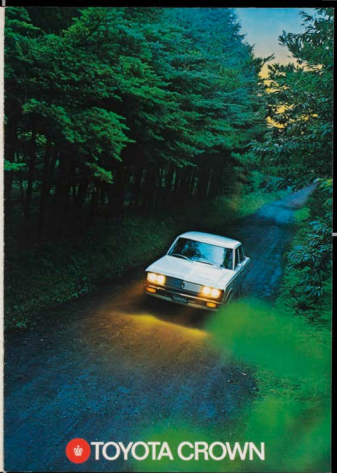
TOYOTA
We're quality oriented.

Parts and service available coast to coast.

SPECIFICATIONS

Trans Crown CR-C 4-Door Sedan and 4-Door Custom Station Wagon.
ENGINE: Fiat in line OHV. Overhead camshaft, carburetor. Compression ratio: 8.8:1. 3 main bearings. Bore and stroke: 100 x 113mm. Displacement: 157.7 cubic inches. Maximum horsepower: 111 @ 5200 rpm. Maximum torque: 127.6 @ 4000 rpm. Torsion induction manifold. Manual water heated for constant temp control. Dual exhaust brakes exit at single exit.
Carburetor: Down draft 2 barrel with automatic choke.
Fuel tank capacity: Sedan: 17.2 U.S. Gallons. Station Wagon: 15.9 U.S. Gallons. Crankcase capacity: 5.5 quarts CR-100. Thermostat cast iron. Battery: 12 volts, 60 Amp. Hc. Alternator 12 volts, 60W. Adjustable Cruise Selection.
COOLING SYSTEM: Cooling by liquid in metal circuit (no anti-freeze needed). Radiator Capacity: 11.0 quarts w/bracket. Flared copper alloy fan.
CLAUSTR: One glass with parking pedal. Windshield wipers. Facing diameter: 8.8 inches.
TRANSMISSION: 4 speed all synchromesh. Gear ratio: 1-4.075, 2-2.111, 3-1.400, 4-1.000 Rev-4.125.
AUTOMATIC TRANSMISSION (OPTIONAL): 3 speed coupled with torque converter.

Rate: 2,499 List; 1,679 Dealer. 1,990 Rev.; 1,920.
REAR AXLE: Semi-flaring beam. Ratio: 4.111 for 4 speed transmission, 4.575 for Automatic Transmission.
SUSPENSION: Front - Independent with coilovers, coil springs, double acting hydraulic shock absorbers and torque stabilizer. Rear - 4-link type with coil springs and double acting hydraulic shock absorbers.
STEERING: Recirculating ball type. Variable gear ratio 20.5-28.1. Turning radius: 18 feet.
BRAKES: Disc on front wheels. Parking brake: mechanical, on rear wheels.
TIRES: 6.70-14, 8 ply tubular.
PERFORMANCE:
 Maximum speed: 100 mph.
 Maximum cruising: 80 mph.
DIMENSIONS:
 Overall length: Sedan: 182.7 inches. Station Wagon: 186.4 inches. Overall width: 66.3 inches. Overall height: Sedan: 58.9 inches. Station Wagon: 57.7 inches. Wheelbase: 102.9 inches. Track, Front: 51.3 inches. Rear: 54.3 inches.
 The Toyota policy of continual improvement in design and manufacturing requires specifications equipment and price to adjust to change product areas.



TOYOTA CROWN



*TOYOTA CROWN, ONE OF THE WORLD'S FINE
AUTOMOBILES.*

Engineered and built to provide the performance, luxury, comfort and safety that a quality automobile should provide.



***TOP OF THE TOYOTA LINE-CROWN DELUXE SEDAN
AND CROWN CUSTOM WAGON, UNPARALLELED
LUXURY IN ITS PRICE CLASS.***

Toyota designed the Crown to fit the needs of the most discriminating car buyer. Crown's handsomely sculptured body lines give it a simple, understated elegance inherent in prestige cars. Inside is a room of luxury and comfort. Generously padded in rich, soft vinyl. Lush, deep-pile carpets cover the floors. Composed bucket seats recline. On the road the Crown's performance is exceptionally quiet and smooth. The 6-cylinder OHV engine delivers the power required for today's driving, as well as years of dependable Toyota economy. There are two Crown models: the four-door Deluxe sedan and the four-door Custom wagon. Both give you the choice between a sporty 4-on-the-floor transmission and an equally sporty 3-speed automatic-on-the-floor console. Become a Crown owner and discover why Crown is one of the world's most chauffeur-driven automobiles.



*TOYOTA CROWN CUSTOM
STATION WAGON-CONVENIENCE AND
FINE CAR LUXURY.*

The Crown Custom is a versatile station wagon. It's big enough to handle station wagon chores without sacrificing performance and maneuverability. The same economical 6-cylinder engine that's on the Deluxe sedan also powers the Custom wagon. So you can be assured of a quiet, solid ride. The interior has a rich, fine car appearance and feel, plus a long list of station wagon conveniences. Like a third seat that folds down flat to create an extra large cargo area; a side-swinging rear gate for easy loading; and a rear gate power window that can be controlled from the dash.

**INSIDE THE CROWN,
A BEAUTIFUL WAY
TO TRAVEL.**

The upholstery in the Crown is all glove-soft vinyl. The carpets are lush, deep-pile, front and back. The dash and visors are well padded. In the front, bucket seats recline to 24 positions.

Controls and gauges on a glare-proof instrumentation panel are logically and attractively arranged. The spacious rear compartment seats three. Back seat conveniences include individual reading lamps,

cigarette lighter and center arm rest. In the Crown Custom wagon, a third seat adds room for two more passengers, or folds down flat for extra storage area. And safety plays an important role inside the Crown. Safety features include: front and rear seat belts, shoulder harnesses, child-proof door locks, and a collapsible steering column that locks to prevent theft. The Crown interior is loaded with standard features that usually cost extra, even on the most luxurious automobiles.



Illustration: Seats and instrument panel of the Crown series.

**YOU GET MOST FROM
A TOYOTA CROWN
STARTING WITH
SAFETY.**

Toyota Crown takes great pride in its many safety features—features that extend far beyond the legal requirements. Including: collapsible steering column with padded horn ring; inside day-night mirror that detaches on impact; padded, glass-proof dash panel; front disc brakes; push-button all door locks; 4-way warning flasher; front seat head rests; safety door handles, latches and hinges; safety glass on all windows; and front and rear seat belts and front shoulder harnesses.



OHC 6-CYLINDER ENGINE WITH CROSS FLOW HEAD is responsive and economic from the first mile past the 100,000 mark.

AIR CONDITIONER keeps interior comfortably cool even when outside temperature is extremely high.

SOME OF THE OUTSTANDING FEATURES that make the Toyota Crown the top import in its class.

AUTOMATIC (OPTIONAL) OR 4-ON-THE-FLOOR. Choose between a 3-speed automatic transmission and a 4-speed all synchromesh stick shift. Both handshy mounted on the floor.

CONSOLE BOX provides handy storage space and is standard with either automatic or stick shift.

FULLY TRANSISTORIZED AM/FM RADIO or AM RADIO AND STEREO TAPE DECK are all available as options.



Some of the outstanding features



Automatic (optional)



Console box



4-on-the-floor



Air conditioner (optional)



Fully transistorized AM/FM radio (optional)



Steering column lock



Car stereo tape player (optional)



Four-way flasher



Side-swinging rear gate



Rear gate power window



Spacious trunk

**...AND INCLUDING
ALL THE FEATURES
THAT MAKE DRIVING
A PLEASURE.**

OTHER STANDARD FEATURES INCLUDE: Reversing front bucket seat; Vinyl leatherette upholstery; Fully carpeted; Book lamps for rear seat passengers; Glass-proof instrumentation panel; Trouble light with 7 ft. extension cord and switch; Locking gas cap; Passenger air stir grips; Courtesy lights on all four doors; Lights inside the glove box, hood and trunk; Hydraulic-controlled clutch; Anti-roll stabilizer bar; Coil springs on all wheels; Undercoating and rustproofing; Full chrome wheel covers; Touch-up paint.



FRONT DISC BRAKES insure safety, sure stopping and make braking effort extremely easy.

ADJUSTABLE AIR VENTS AND ROOF DUCTS create a comfortable "Fresh Flow" ventilation system.

FOUR-WAY FLASHER warns motorists of emergency stopping. **STERING COLUMN LOCK** prevents theft.

SIDE-SWINGING REAR GATE on the wagon opens like a regular door for easy loading.

REAR GATE POWER WINDOW on the wagon can be controlled from the dash or from inside or outside the rear gate.

SPACIOUS TRUNK contains emergency tool kit and has luggage room for a long family vacation.