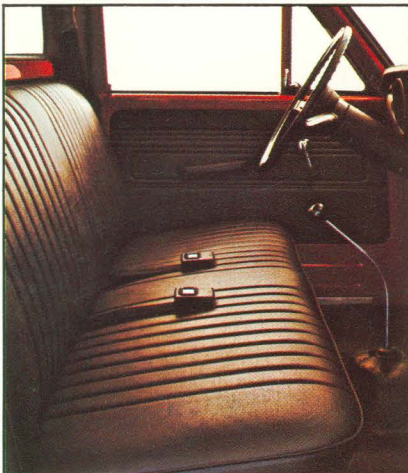
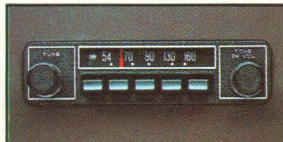




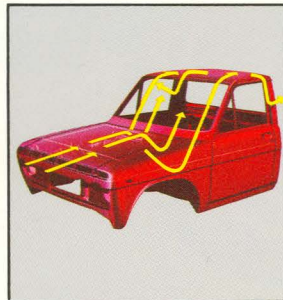
Our truck with a camper.



Comfortable, functional cab.



Optional push-button AM radio.



Flo-thru ventilation



Optional Air Conditioner.



Six-foot ribbed bed carries a full 1000 pounds.

Specifications:

ENGINE

Type: 4-cyl. in-line SOHC, 5-main bearings
 Displacement: 120.0 cubic inches (1968cc)
 Compression Ratio: 8.5:1
 Horsepower: 97 hp at 5500 rpm (SAE net)
 Torque: 106 ft.-lbs. at 3600 rpm (SAE net)
 Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM

Battery: 12 volts, 60 amp/hr.

TRANSMISSION

Manual: 4-speed, all-synchromesh
 Ratios: 1st: 4.016 2nd: 2.509
 3rd: 1.534 4th: 1.000
 Reverse: 4.571

REAR AXLE

Ratio: 4.111:1

SUSPENSION

Type: Front: Wishbones, coil springs, anti-sway bar
 Rear: Semi-elliptic leaf springs

STEERING

Type: Recirculating ball
 Turning Diameter: 33.4 feet

BRAKES

Type: 4-wheel drum, vacuum assisted
 Diameter: Front Drum: 9.1 inches
 Rear Drum: 9.1 inches

TIRES

Type: 6-ply-rated tubeless whitewall
 Size: 6.00 x 14

DIMENSIONS, WEIGHT AND CAPACITIES

Wheelbase: 99.8 inches	Inside bed length: 72.8 inches
Overall length: 165.9 inches	Inside bed width: 56.3 inches
Overall width: 63.2 inches	Inside bed height: 16.2 inches
Overall height: 61.8 inches	Fuel tank capacity: 12.2 gals.
Curb weight: 2447 lbs.	Oil capacity: 5.2 qts.
Gross weight: 3840 lbs.	Cooling system capacity: 7.8 qts.

CHASSIS/BODY

Separate body and frame

Over 880 Toyota dealers are located across the country. And ten service centers are available for the training of their service people. There, technicians work to become experts on the ins and outs of your Toyota. As for parts, nine computerized parts depots help keep your dealers well stocked.

We're doing our best to insure that you get fast, professional service virtually anywhere in the country.

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

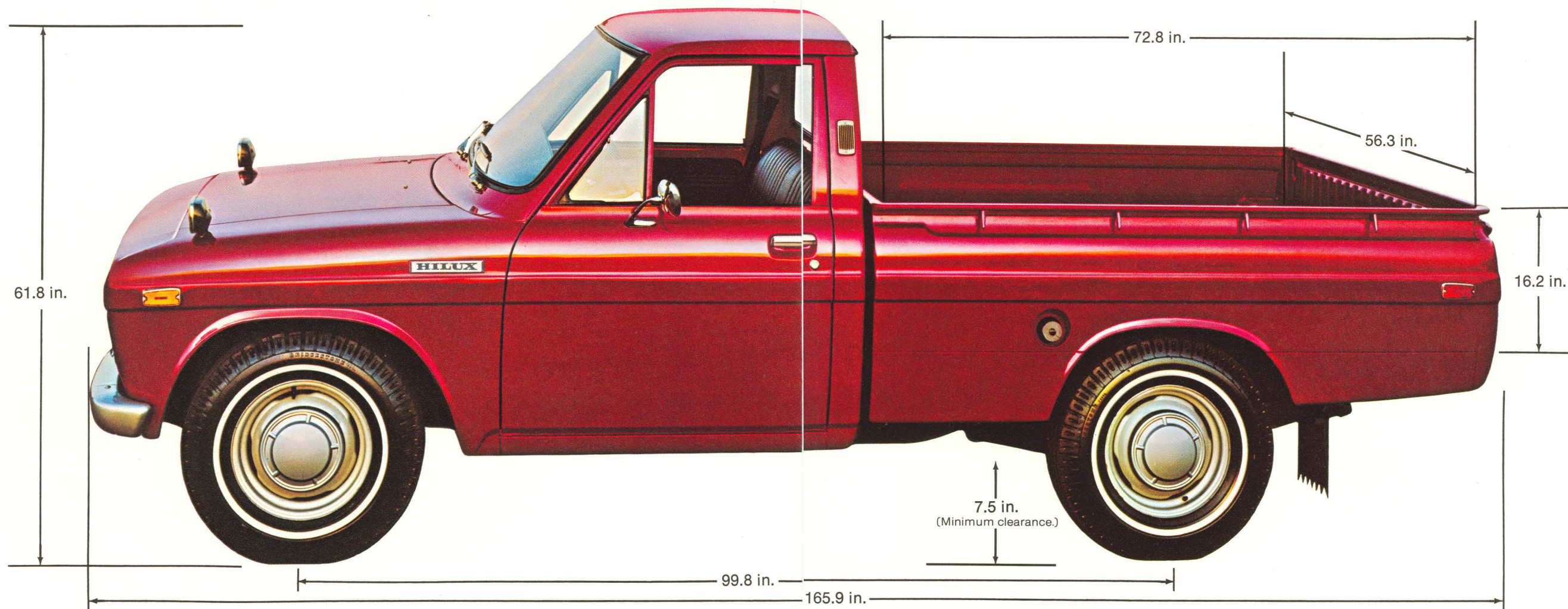
TOYOTA
We're quality oriented

Toyota Motor Sales, U.S.A., Inc., 2055 West 190th Street, Torrance, California 90504

A few other things our half-ton is
besides small.



Toyota Hi-Lux



It's economical.

Few trucks of any size can boast about good gas mileage. But the Toyota Half-Ton can. That's because we fit our 1968cc engine to your needs. No more, no less. As a result, our half-ton pickup gets the work done without burning up a fortune on gas.

In a year's time, that gas mileage can really make a difference.

It's built to carry a full half-ton load.

Our half-ton lives up to its name in several ways.

First of all, it sports an overhead cam engine that delivers 97 hp at 5500 rpm (SAE net). That means our Toyota Half-Ton can deliver the goods. A full 1000-pounds worth. And still hold its own in city or highway driving.

Also important is the torque that engine can deliver. 106 ft.-lbs. at 3600 rpm (SAE net). With a low rear axle ratio and low starting gear, you shouldn't have to sweat

starting out in mud, snow or with a heavy load behind you.

Features like frame construction and a double-walled tailgate help to make our 2447 lb. (curb weight) pickup tough and reliable.

It's designed to make efficient use of its size.

Because our half-ton is smaller, we've made every inch count. Our six-foot bed is uncluttered by things like a spare tire. That's because our spare is under the bed, out of the way. When you need it, a hand crank makes it very easy to get. And for even more load space, our half-ton has chains to hold the gate at bed level.

It's maneuverable.

On the outside, we're obviously small. And that makes things a lot nicer.

It makes our turning diameter a short 33.4 feet.

Steering is only 3.25 turns, lock-to-lock.

And since our half-ton is only 165.9" long and 63.2" wide, it can be found in places where bigger trucks wouldn't be seen.

It's sensible.

The Toyota Half-Ton may be a lot of fun, but it also makes a lot of sense.

Standard equipment includes an impressive list of functional features. A front towhook mounted to the frame. Tie hooks all around the bed. A chain on the radiator cap. A padded headliner. A padded dash. Rubber mats that stay put or snap out for easy cleaning. And six-ply-rated tubeless whitewall tires.

We also have a standard vinyl interior. And rubber mud flaps. Rubber bushings to cut down engine noise and body squeaks. A fuse box conveniently located. Exterior lights that are easy to service because the screws are exposed. We've even thought to give you one key that fits everything, even if you put it in upside-down.

It's fun.

When you add up all these advantages, there's still something that doesn't show. That something is the fun that comes from driving our little pickup.

We can't document it. Except maybe pointing out the people who customize their Toyota Half-Tons.

Or the people who get a kick out of using our all-synchromesh four-on-the-floor.

Or especially the people who add campers. With these people in mind, our half-ton comes with a large 12-volt, 60 amp/hr battery for running necessary camper accessories.

It's very inexpensive.

The most obvious advantage to our small half-ton is the cost. You see, when we keep the truck down to basics, we can do the same to the price.

And if that sounds a lot to you like the philosophy behind economy cars, you're right. After all, it is a Toyota.