

TOYOTA
See how much car your money can buy.

Something of beauty in an everyday world.



TOYOTA CORONA



Toyota Corona 4-door. A practical beauty for the average family.

If your family is like most families, it includes one or two children. And it doesn't have a lot of money left over to pay for transportation, after paying for housing, clothing, food and education for three or four people.

And that, aside from its obvious good looks, is why the Corona 4-door can be so beautiful. It's one compact car that can easily be a family's first car.

Kids can pile in and out of the back seat of the Corona 4-door all day, without annoying the folks up front, and at night, four average size adults should fit comfortably in Corona 4-door's roomy interior.

Then there's Corona's spacious, lined trunk. Combined with Corona's interior room and a peppy 1968cc engine, this helps make Corona all the car your family needs. Even for vacations. But best of all, there's Corona's economy. Corona's low price includes a careful of standard features that some others call options.



1. How does Toyota get such a big trunk into such a little car?
2. Corona 4-door is one compact car that can take a long vacation comfortably.
3. Bench seats are standard when you order optional automatic transmission. (Air conditioning optional.)



YELLOW STAR MERCANTILE COMPANY



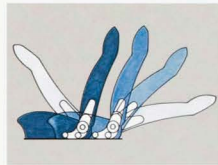
Toyota Corona hardtop. A surprisingly roomy beauty.

Between the sports car and the family car comes the Toyota Corona hardtop.

The Toyota hardtop has the looks of a sporty car and the pep of a 1968cc overhead cam engine. But it also has some of the room and comfort of a family car.

And a lot of storage room. The reason for the Corona hardtop's surprising room is that the back seat folds down and a partition opens to the trunk, resulting in almost six feet of continuous cargo area. Your little hardtop becomes virtually a mini-wagon.

Corona hardtop. It's a good-looking sporty car that gives you a lot of room—without taking up a lot of room.



1. Push a lever and the back of your Corona hardtop's fully reclining front bucket passenger seat folds forward and the entire seat slides up. It makes getting in and out of the back seat a lot more graceful.
2. Fold down the back seat and remove the partition and you've got almost 6 feet of continuous cargo area.
3. The good-looking Corona hardtop instrument panel, with optional floor-mounted automatic transmission.





Toyota Corona 4-door wagon. A beautiful way to carry life's little burdens.

For the everyday job of hauling people and goods, few things are better than a station wagon. And few wagons make more sense than the new Corona wagon. The new Corona wagon combines all the convenience of a wagon with the maneuverability and comfort that has made Corona famous.

The new Corona wagon has a large, carpeted cargo area. But as much space as there is inside, the outside still has a turning diameter of only 31.5 feet. If your wife can drive a Corona hardtop or 4-door, she can handle the Corona wagon.

The new Corona wagon has Corona's standard 1968cc overhead cam engine, which is enough to keep you cruising easily at freeway speeds, even with a load. And a front coil and rear leaf suspension system helps keep you riding smoothly.

The new Corona wagon. A beautiful way to carry life's little burdens.



1



2

1. Plenty of storage room in the back of the Corona wagon. Even when the rear seat is folded up to carry a passenger.
2. The back may look like a wagon. But the front is still a good-looking car.
3. Fold down the rear seat, and the Corona wagon becomes a spacious business machine.



3

More standard equipment than the everyday compact car...

1. Service light.
2. Separate driver and passenger ashtrays.
3. Illuminated side markers and reflectors.
4. Whitewall tires and full wheel covers.
5. Touch-up paint.
6. Rear window defogger and tinted glass (windshield and door glass only in wagon).
7. Reclining front bucket seats.
8. Internally illuminated control knobs.
9. 4-speed synchromesh transmission.
10. 2-stage opening doors.
11. Loop-pile carpeting.
12. Collapsible steering column.
13. Steering column lock.
14. Seat belt with retractors.
15. Package tray (on Coronas without air conditioning).
16. Impact-absorbing bumpers.
17. Lined trunk.
18. Rear door double safety locks.
19. Jack and tools.
20. Power-boostered flo-thru ventilation system.
21. Electric clock.



1



2



3



4



5



6



7



8



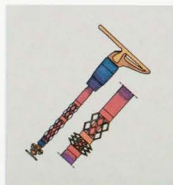
9



10



11



12



13



14



15



16



17



18



19



20



21

and fewer options you have to pay for.

1. 3-speed automatic transmission.
2. 8-track stereo.
3. Air conditioner with 3-speed fan.
4. AM/FM radio.
5. AM radio.



1



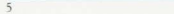
2



3



4



5

Hidden beauty.

You may never see your Corona's well-balanced coil front and rear leaf suspension system. But you'll appreciate the beautiful ride it gives you.

And Toyota's power front disc and rear drum brakes may not seem aesthetically beautiful if you ever happen to see them. But you'll probably like the way they stop your car.

Then there's Corona's smooth-shifting standard transmission. Inside the car, all you may see is a gear shift lever. But it's connected to a fully synchronized gearbox. And you'll like the tight, solid feeling you get as you shift through the gears.

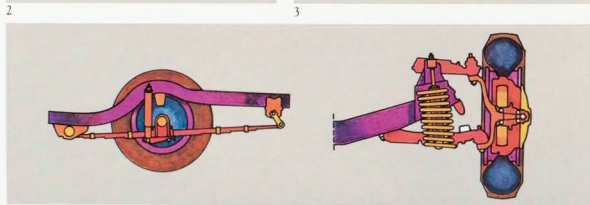
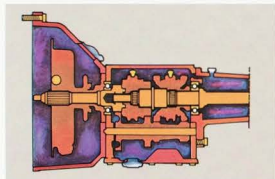
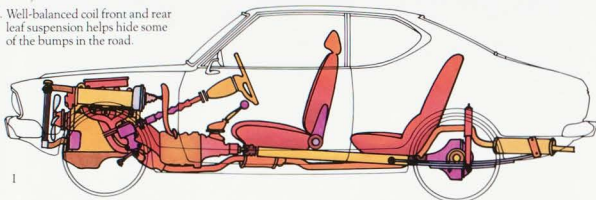
Hidden beneath the hood of your Corona is a 1968cc single overhead cam engine with plenty of pep for freeway driving, five main bearings for long life and rubber engine mounts for noise and vibration suppression.

For safety, a metal side-door beam is secreted inside every Corona door. And for added safety, the front and rear bumpers of Corona's unitized body are impact-absorbing.

And finally, there are two beautiful things about Corona that are so well hidden, they're not even in your car. One is back at the factory, where quality control starts with molten steel and doesn't stop until a finished Toyota comes off the line. The other beautiful thing is Toyota's new six-month or 6000-mile service interval.

Corona's hidden beauty. You can't see it, but in the everyday world of driving, it's nice to know it's there.

1. Hidden beneath the hood, a peppy 1968cc single overhead cam engine.
2. Optional 3-speed automatic transmission is available on all Coronas.
3. Power front disc, rear drum brakes assist you in stopping safely.
4. Well-balanced coil front and rear leaf suspension helps hide some of the bumps in the road.



SPECIFICATIONS:

ENGINE:
Type: 4-cyl. in-line, SOHC
Displacement: 120.0 cu. in.
Compression ratio: 8.5:1
Horsepower: 97 hp at 5500 rpm (SAE net)
Torque: 106 ft/lb at 3600 rpm (SAE net)
Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM:

Battery: 12 volt, 60 amp/hr

TRANSMISSION:

Manual: 4-speed synchromesh
Ratios: 1st 3.579
2nd 2.081
3rd 1.397
4th 1.000
Reverse 4.399
Automatic: 3-speed
Ratios: 1st 2.400
2nd 1.479
3rd 1.000
Reverse 1.920

REAR AXLE:

Type: Semi-floating hypoid gear drive
Ratios: 3.700 (4-speed)
3.900 (automatic)
3.900 (station wagon)

SUSPENSION:

Type: Front: Independent with coil springs and wishbones. Double acting hydraulic telescopic shock absorbers and torsion bar stabilizer
Rear: Asymmetrical, semi-elliptic leaf springs and double acting hydraulic telescopic shock absorbers

STEERING:

Type: Recirculating ball, ratio 19.5:21.5:1
Turning diameter: 31.5 ft.

BRAKES:

Type: Power front disc, rear drum
Diameter: Front disc: 9.0 in.
Rear drum: 9.0 in.

TIRES:

Type: 4-ply rated tubeless, whitewall

Size: 6.45 x 13

CAPACITIES:

Fuel tank: 13.2 gal.
Oil: 5.3 qts.

Cooling system: 8.4 qts.

DIMENSIONS AND WEIGHTS:

Wheelbase: 95.7 in.
(Wagon: 96.9 in.)
Overall length: 170.7 in.
(Wagon: 171.3 in.)
Overall width: 61.8 in.
Overall height:

4-door sedan: 54.7 in.
2-door hardtop: 54.0 in.
Station wagon: 55.9 in.
Curb weight: 2315 lbs.
(Wagon: 2490 lbs.)

CHASSIS/BODY:

Unit construction

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

PARTS AND SERVICE.

In the everyday world, cars need parts and service from time to time. So it's good to know that there are more than 900 Toyota dealers, located coast-to-coast, to service your Corona. Their service people undergo continual training at one of Toyota's ten regional service schools. And parts are available from nine computerized parts depots, located around the country. We want good service to be an everyday affair. Everywhere.

Toyota Motor Sales, U.S.A., Inc.
2253 West 190th Street
Torrance, California 90504



SPECIFICATIONS:

Engine:
Type: 4-cyl. in-line, SOHC, 5-main bearings
Displacement: 120.1 cubic inches
Compression Ratio: 8.5:1
Horsepower: 97hp at 5500rpm (SAE net)
Torque: 106ft.-lb. at 3600rpm (SAE net)
Carburetor: Downdraft 2-barrel, automatic choke
Electrical System:
Battery: 12 volt, 60amp hr



Transmission:

Manual: 4-speed, all synchromesh
Automatic: 3-speed with torque converter
Rear Axle:
Ratio: 3.700 (manual trans sedan & hardtop)
3.900 (automatic trans and station wagon)

Suspension:

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

Steering:

Type: Recirculating ball, variable ratio
Turning Diameter: 31.5 feet

Brakes:

Type: Power front disc, rear drum
Diameter: Front Disc: 9.0 inches (7.2 in., effective dia.)
Rear Drum: 9.0 inches

Tires:

Type: 4-ply-rated tubeless whitewalls
Size: 165 x 13/6.45 x 13

Dimensions, Weight and Capacities:

Wheelbase: 95.7 inches (sedan & hardtop)
96.9 inches (station wagon)

Overall length: 170.7 inches (sedan & hardtop)
171.3 inches (station wagon)

Overall width: 61.8 inches

Overall height: 54.7 inches (sedan); 54.1 inches (hardtop);
55.9 inches (station wagon)

Curb weight: 2315 lbs. (sedan and hardtop).



There are more than 500 Toyota dealers, from coast to coast. All are equipped to provide service for all Toyota products. These dealers are supported by a nationwide network of parts depots and training centers. You can get quick, professional Toyota service...and Toyota parts...almost anywhere you're likely to be.



TOYOTA
We're quality oriented

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

TOYOTA CORONA

2490 lbs. (station wagon)
Fuel tank capacity: 13.2 gals.
Oil capacity: 5.2 qts.
Cooling system capacity: 8.3 qts.
Chassis/Body: Unit construction

STANDARD EQUIPMENT

97hp (SAE net at 5500RPM) engine
Four-speed manual transmission, floor mounted
Power front disc, and rear drum, brakes
Whitewall tires
Colorful wall-to-wall nylon carpeting
Fully reclining front bucket seats
Padded dash with glare-reducing instruments
Electric clock
Resettable trip odometer
Anti-theft lock ignition system
Harness-type seat belts in front. Lap-type belts in back
Collapsible steering column
Bumper guards with rubber inserts front and rear
4-way flasher warning lights
Recessed door handles
Safety locks on rear doors
Electric 2-speed windshield wiper and washer
Emergency light with extension cord
Dual headlights with individual fuses
Parcel tray (except when air conditioning is ordered)
Lined trunk with automatic latch



RTJ-E-7210(D) Printed in Japan/No. 88321-73

Introducing the Corona wagon. More of a good thing.



The Corona hardtop and sedan have built Toyota's reputation in this country. With their long list of standard features that other cars call "options", with their 97hp (SAE net at 5500RPM) engines, and with their good looks, the Corona hardtop and sedan have gained wide acceptance as an economy car with a bit of pep and a touch of luxury.

Now the Corona wagon joins the Corona hardtop and sedan. The new Corona wagon has most of the features of the present Coronas. And then a few of its

own. Because along with the whitewall tires, electric clock, wall-to-wall nylon carpeting, electric rear window defogger and other standard Toyota features, the new Corona wagon also offers you plenty of additional cargo space (especially with the rear seat folded down.) And it has a swing-up door in back, to help you get to the cargo area more easily.

The new Corona wagon. A good thing for salesmen, sportsmen and others who have a lot to carry and want to carry it in style.



There's a lot of safety in this picture: headrests, collapsible steering column, a padded dash, vinyl bucket seats, and lap and shoulder belts. All standard in the new Corona wagon.



Optional automatic transmission is available in the Corona wagon. Standard transmission is 4-on-the-floor manual transmission.



The rear seat folds down for nearly 6 feet of carpeted cargo space from the back of the front seat to the tailgate. Good news for do-it-yourselfers and puppy owners.

Corona 4-door sedan. Pride of the family.



The Corona hardtop looks a little sportier than the Corona sedan. And the new wagon has more luggage space. But for thousands and thousands of average American families, the Corona 4-door sedan is still the ideal car to own.

Four doors let the whole family get in quickly. And rear safety locks help keep the children from leaving the car until they're supposed to.

Tinted glass, flo-thru ventilation with booster fan,

reclining front bucket seats and wall-to-wall nylon carpeting add to the comfort of the car.

Power front disc brakes, a padded dash, a collapsible steering column and four seat belts add to the safety of the car. A strong consideration for any family.

The Corona family has grown. But the 4-door sedan, the car we first introduced in this country back in 1957, is still the pride of the Corona family. And it could well be the pride of your family, as well.



An important safety feature: A special safety lock that makes it difficult for children to open the rear door accidentally. Also, recessed door handle protects clothing from expensive snags and reduces the possibility of accidental door openings.



For your comfort, fully reclining front bucket seats are standard equipment in the Corona 4-door sedan.



Have you buckled your seat belt for safety? A flashing light and a buzzer will offer a gentle reminder until you do.



Optional air conditioning, along with standard tinted glass helps keep a family cool on hot days.



The flo-thru ventilation and booster fan can change the air inside the car, even if the car is standing still with the windows rolled up.



A spacious, lined trunk can carry virtually all your vacation needs.

The Corona hardtop. Let the good times roll.



The Corona hardtop is designed for fun. It looks like fun. It's fun to drive. And its price is low enough to leave you money for other kinds of fun. The rear seat of the hardtop can be folded down, and a rear panel removed, to give you nearly six feet of continuous storage space. Standard transmission in the hardtop is a tight-shifting four-on-the-floor. But even the optional automatic transmission has an extra

sporty touch. It comes mounted on a neat floor console, rather than on the steering column. We even made it almost fun to get into the back seat. Push a lever on the passenger side and the back of the front seat flips up and the entire seat slides forward, for easier access to the back. A lot more fun than some other 2-door cars. You're young. So why not buy a solid, practical Corona hardtop. For the fun of it.



No contortions necessary to get into the back seat of this two-door hardtop. Touch a lever and the back of the front passenger seat flips forward and the entire front seat slides up, giving you room to maneuver.



1. Padded dash adds safety and good looks. 2. Electric clock. Standard equipment. 3. Speedometer and standard resettable trip odometer. 4. Fuel, temperature, battery and oil gauges as well as emergency brake warning light, all in one easy-to-read module. 5. Anti-theft steering column lock and ignition key warning buzzer. 6. Standard collapsible steering column for safety. 7. Colorful, wall-to-wall nylon carpeting. Standard. 8. Optional, air conditioning. 9. Optional, 8-track stereo tape deck. 10. Optional, AM radio. AM/FM also available. 11. Optional, three-speed automatic transmission (mounted on steering column in sedan or wagon.)



Fully reclining front bucket seats add to the sporty appearance of your Corona hardtop.



Optional 3-speed automatic transmission comes mounted on a sporty floor console in the Corona hardtop.



When you remove the key from the ignition of any Corona, you automatically lock the steering column. Makes things tough for potential car thieves.



Import music or bring your own. You can equip your Corona with optional AM, AM/FM radio or an 8-track stereo tape system.



Fold down the back seat and remove the rear panel and presto. Nearly six feet of uninterrupted storage space.