

No matter where you go around the country,
parts and service are just around the corner.



We hope this catalog has convinced you that a Toyota is more than economical. It's also exceptionally well made.

Matter of fact, we think every vehicle made by Toyota

is so reliable that we offer six months or 6500 miles maintenance intervals between recommended check-ups.

And when you need that service, you can expect it promptly.

Because there are nearly 1,000 Toyota dealers ready to assist you. In all 50 states.

Thanks for dropping by.
And happy motoring.

See how much car your money can buy.

TOYOTA

Small car specialists for over 40 years.



TM: S-3029-02 CA REV 2 (5/76)
Litho in U.S.A.
00601-01304

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

TOYOTA Corona



2-Door Sedan

See how much car your money can buy.



Corona 2-Door Sedan and Corona Hardtop

Over 2½ million sold.

That's how many Coronas have been sold world-wide since 1957. That's a lot.

But then Corona has always been a lot of car—our 1975 version for many reasons:

Strength and durability, for example.

Because inside those pretty doors and fenders are steel reinforcements to help protect your body from the outside world.

Because of craftsmanship you can see when you slam a door and it fits. When there aren't any ripples in the sheet metal. When

the trim is in line.

Because of more room and comfort than you might expect.

And because of finishing touches that make a job complete.

Like an electric rear window defogger.

Like a trip odometer, electric

clock, and washer/wiper controls conveniently located on the steering column.

Front seats that slide forward so your back seat entry can be graceful.

Those are the little extras you expect from people who still

take pride in their work.

This year, we've added a few things. A day/night inside rear-view mirror. Radial tires. An electric fuel pump. A bigger engine (2.2 liters vs. 2.0 liters). More insulation for a quieter ride. And a new transistorized ignition system

to cut routine maintenance costs.

And, our special E-5 option is available on 2- and 4-Door Deluxe Sedans. It's a five-speed overdrive transmission that helps save on gas and reduces engine wear and tear.

4-Door Sedan. Our tough but comfortable family Corona.



Corona 4-Door Sedan



Workmanship on the Corona bears up to the closest scrutiny. Notice how the trim is in line.



Handsome wheel covers and whitewalls for looks. Radial tires for handling, and long life.



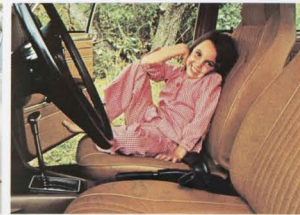
Optional 3-speed automatic transmission. Other options are AM radio and factory air conditioning.



New 2.2 liter hemi-head engine is bigger and more powerful than before but still easy on gas.



Corona not only looks solid, it sounds solid. Slam a door and hear for yourself.



On Deluxe Hardtop and 4-Door Sedan upholstery is wear- and stain-resistant fabric.

SR-5. Our solid, sexy Corona.

By sexy, we mean it's got just about everything! Everything you'd ever want in a small car for fun and performance.

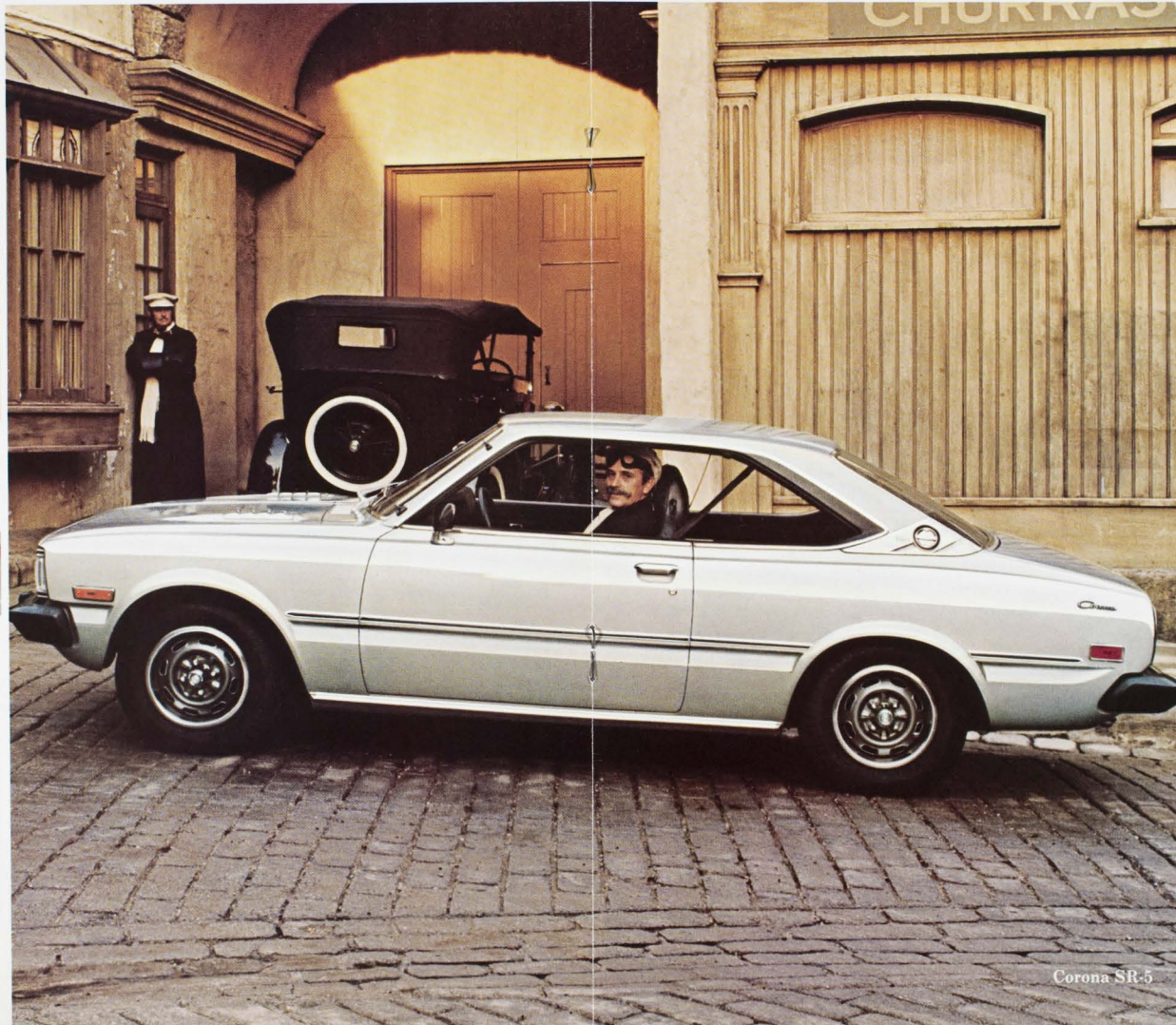
And, practically everything's standard. The things pictured here are only the half of it.



A nifty 5-speed overdrive transmission that puts the fun back into driving. Fifth gear also helps save gas and reduce engine wear.



ESP (Electro Sensor Panel) constantly monitors eleven service areas even while the car is running. It warns you if you need brake fluid...if brake or headlights burn out...if your brake pads need replacing. It warns you if you need water in your radiator...or the battery...or if you need engine oil, and more. ESP even monitors itself — start the car and the whole panel lights momentarily to show it's working.



A full console for extra convenience and a touch of luxury. The shift knob and 3-spoke steering wheel are wrapped in leather-like vinyl. The AM/FM stereo radio is also standard.



Extra-wide radial tires and racy styled steel wheels.



Soft, luxurious hi-back reclining bucket seats. Interior is available in black, beige and tan (shown here).

Corona SR-5

Corona interiors. We put bigness where it counts.

The seats are luxurious and comfortable.

Besides that, there's a lot more head, leg and shoulder room than you'd expect by looking at a Corona from the outside.

No one has to ride with their knees in their chest and their elbows in their ribs.

And, when you're not carrying passengers, the Corona back seat doesn't just sit there idle.

On Corona Hardtops you can use it as a cargo area by flipping down the seat.



SR-5 with back seat up...



...front seat up...



...back seat down...



...front seat down.

Up front, you'll find comfortable hi-back reclining bucket seats. On long trips, your passenger can recline all the way back and take a snooze while awaiting his turn at the wheel.

And, it's good to know that all that luxury and comfort are surrounded by a unitized body of steel to help you feel safe all the way to your destination.

Our solid, all-purpose Wagon.

It has everything going for it that our other Coronas have. And more.

By that we mean all that carpeted cargo space in the back just waiting to be filled up.

Plus five big doors.
Plus the savings of a Toyota.

You'll appreciate the Corona Wagon most on moving day. Because that's when you'll find out it isn't just a pretty decoration.

But, even though a wagon is used to haul things around, Corona hauls you around in comfort.

Factory air conditioning,

automatic transmission, rear window wiper/washer and simulated woodgrain paneling are all available. (When you order simulated woodgrain paneling you also get an AM/FM radio, a full console and a simulated leather wrapped steering wheel and gear shift knob.)



Hi-back bucket seats are standard.



Interiors are designed to provide comfort and maximum visibility.



Rear seat folds down for extra cargo.



Corona Wagon.

STANDARDS:

- 2.2 liter hemi-head engine
- Transistorized ignition system
- Electric fuel pump
- Day/night inside rear view mirror
- ESP (SR-5 only)
- Radial ply white-wall tires (radial ply blackalls on SR-5)
- Power front disc brakes
- Electric rear window defogger
- Electric clock
- 4-speed manual transmission (all models except Deluxe 2-Door Hardtop and SR-5)
- 3-speed automatic transmission (Hardtop only)
- Full wheel covers (styled steel wheels on SR-5)
- Hi-back reclining bucket seats with passenger side "walk-in" fold down 2-Door Deluxe and Hardtops
- Fold down rear seat (Hardtops and Wagon)
- Protective body side moldings (except simulated woodgrain Wagon)
- Door-operated courtesy lights
- Interior light (3 positions)
- Resettable trip odometer
- Heater/defroster w/3-speed fan
- Wall-to-wall carpeting
- Full center console with armrest (Hardtops only)
- 1/2 size center console (Sedan and Wagon)
- 2-speed washer/wipers
- Inside hood release
- Door ajar warning lights (except Calif.)
- Sound insulation package
- Power boosted flo-thru ventilation

Exterior Colors:

- White
- Silver metallic
- Red
- Copper metallic
- Maroon
- Gold metallic
- Dark brown metallic
- Yellow
- Lt. green metallic
- Lt. blue metallic

SR-5:

- 5-speed overdrive transmission
- AM/FM Multi-plex stereo radio
- Styled steel wheels
- Fold down rear seat
- 185/70 HR x 14 radials
- Tachometer
- Door operated courtesy lights
- Map light
- Full console
- ESP

OPTIONS:

- 5-speed overdrive transmission (E-5)
- 3-speed automatic transmission (standard on 2-Door Deluxe Hardtop)
- 8-track stereo tape system
- AM/FM stereo radio (standard on SR-5)
- AM radio (standard on Deluxe Hardtop)
- AM/FM radio and simulated woodgrain package (Wagon only)
- Rear window wiper/washer (Wagon only)
- Factory air conditioning
- All weather guard package (except California)

SPECS:

Exterior Dimensions

Wheelbase	98.4"
Length	173.2"
Wagon: 176.4"	
Width	63.8"
(Wagon w/woodgrain pkg.: 63.4")	

Height: Sedans	55.1"
Wagon	56.2"
Hardtops	54.1"

Curb Weights*

2-Door Sedan	2525
4-Door Sedan	2576
Hardtop	2610
SR Hardtop	2645
Wagon	2645

Capacities

Luggage Compartment:	
Sedans	9.1 cu. ft.
Hardtops	8.3 cu. ft.
Fuel Tank	14.5 gallons

*Add 25 lbs. for vehicles sold in California

Accessories or options shown are available at extra cost. Specifications, equipment and prices are subject to change without notice.

Small car specialists for over 40 years.

Chances are, you're thinking about buying a small car or truck this year. Good thinking.

Because today, small vehicles do make plenty of sense.

Question is: Which one makes the most sense?

Well, we'd like to point out a few reasons why we believe the answer is Toyota.



Well-made.

We build a Toyota the same way we'd like you to own it.

With pride.

Which is why we inspect engines before and after they go into our vehicles.

When we spot a crooked seam in the upholstery, we re-stitch it straight. We make sure doors and windows are fitted so they'll stay tight.

We fuse the body into a one-piece unit. So it'll stay in one piece.

In short, we make inexpensive cars. But we don't make them cheaply.



Well-tested.

Every Toyota prototype goes through extensive design, mechanical and safety tests.

Test vehicles are frozen. Drenched. Buffeted in wind tunnels. Crash-tested.

And road-tested under almost every driving condition imaginable.

Which is just one more reason why Toyota is so popular the world over.

But perhaps the single biggest reason for our popularity is simply: We know what we're doing.

We should. After all, we've been specializing in small cars for over 40 years.

Well-equipped.

If this is the first time you've looked into a Toyota, be prepared for some pleasant surprises.

Namely, all the surprising extras you don't pay extra for.

Like 5-speed overdrive transmissions on Corolla SR-5, Corona SR-5, Celica GT and SR-5 Sport Truck.

Or the extra-long bed on one of our pickups.

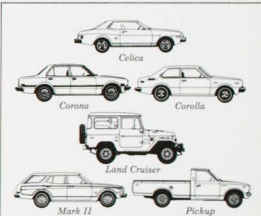
Or factory air conditioning on the Mark II.

Or roll bars on the Land Cruiser Hardtop and Vinyl-top.

Or the reclining bucket seats, rear window defogger and power front disc brakes on all car models.

We make things like that standard. Because we figure a vehicle should be well-appointed in the first place.

So you don't have to add expensive options at the dealer's place.



Well-priced.

For 1975, Toyota has a lot of small vehicles to choose from.

Six distinct series.

Inexpensive Corolla models.

Solid Corona models.

Snazzy Celica models.

Luxurious Mark II models.

And an impressive choice of Pickups and Land Cruisers.

21 models to be precise.

Now we don't know which Toyota you'll like best.

But we do know what you'll like best about a Toyota.

The sticker price.