

**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 one of the longest service intervals in the industry.

Six months or 6,000 miles. 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 truck your money can buy.

TOYOTA

Small car specialists for over 40 years.



TOYOTA Pickups



From the top: Half-ton, SR-5 Sport Truck and Long Bed 2000.

See how much truck your money can buy.

There are at least 5 good reasons why we call it a Sport Truck.



The SR-5 Sport Truck.

1st, 2nd, 3rd, 4th and 5th.
The gears in the 5-speed transmission.
And that's what sets our SR-5 Sport Truck apart from other little trucks.

You see, those 5-speeds work real well with our new and more powerful 2.2 liter hemi-head engine. They can also help get better gas mileage because the fifth gear is overdrive.

But keep reading. Because our Sport Truck isn't finished yet.

The SR-5 starts with fat radial tires (185SR x 14) under a rugged steel chassis. On top of that is Toyota's well-built pickup body. So not only do you have room to haul. But there's plenty of room inside the cab.

See, the Sport Truck is crafted for utility. But then it starts to bloom with personality.

It begins with sporty body striping. Then that personality flows into the cab with nothing but comfort. Like comfortable Hi-back bucket seats. Plush cut-pile carpeting. Sound insulation. Flo-thru ventilation.

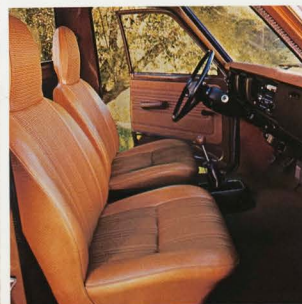
But the cab goes on with AM radio. Tinted glass.

All standard.
Look, next time the road is just right. And you're in the right mood.
You just might want to let the SR-5 do a little fancy hauling.

5-speed overdrive transmission will move you out and help get better gas mileage.



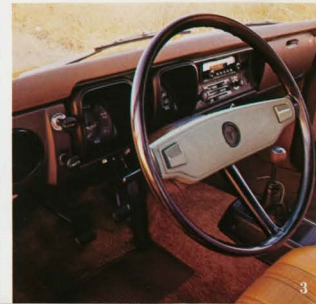
Soft vinyl high-back bucket seats and roomy cab.



Slotted steel wheels, chrome hubcaps and big radial tires.



Well appointed instrument panel.





The Long Bed 2000.

Built to last over the L-O-N-G haul.



Flow-thru ventilation system for cab comfort.



A new bigger 2.2 liter hemi-head engine gives you hauling power any time you need it.



Large taillights for clear visibility.



The 7 ft., 2 in. cargo bed is a full 15.9 inches longer than on the standard bed.



The Long Bed 2000 has a new grille as well as a larger and more powerful new engine behind it. Mud flaps are standard with each of our pickup models to help you keep them clean.



It's big on standards like whitewall tires, slotted steel wheels and chrome hubcaps.

It can take just about anything you can.



Roomy cab with flow-thru ventilation.

This is our standard Half-ton.

And it's as tough as any truck we make. It has lots of power. Lots of cab. Lots of mileage. And lots of standard features.

In fact, the standard list is so big, options are the only things the Half-ton doesn't need a lot of.

As for power.

When you hook-up its larger new 2.2 liter hemi-head engine to the smooth 4-speed trans-

mission, you're ready to haul. (An automatic transmission is available. Order it and you also get bucket seats.)

And after the Toyota standard Half-ton is done with the chores, it can go out and play.

So, don't let all that space go to waste. Fill it up with anything from dirt bikes to camping gear.

And don't worry. It can take it.

STANDARDS:

2.2 liter SOHC hemi-head engine
4-speed full synchromesh transmission
(5-speed overdrive on SR-5)
Power front disc brakes
Electric fuel pump
Flo-thru ventilation
Heater and defroster
Snap-out vinyl floor mats
(except SR-5)
Sound reducing material applied to ceiling of cab
Passenger assist grip
Ventless, curved side windows
Vinyl covered seats
Dual headlamps
7.00 x 14 whitewall tires 6-ply rated
(185 SR x 14 on SR-5)
Radiator with reserve tank
Zinc coated muffler
Aluminum water pump
Transistorized ignition

SR-5 Sport Truck

Tinted glass
AM radio
Hi-back bucket seats
Full Console
Cut-pile carpeting
Sound insulated cab
Tape stripe
5-speed overdrive transmission
185 SR x 14 radial tires

OPTIONS:

Automatic transmission (except SR-5)
AM radio (standard on SR-5)
8-track stereo tape deck
Air conditioning

DIMENSIONS, WEIGHTS AND CAPACITIES

| Exterior | 1/2 Ton | Long Bed 2000 |
|------------------------------|--------------|---------------|
| Dimensions | | |
| Wheelbase | 101.6" | 110.0" |
| Length | 168.7" | 184.6" |
| Width | 62.2" | 62.2" |
| Height | 61.8" | 61.8" |
| Tread: | | |
| Front | 52.2" | 52.2" |
| Rear | 50.8" | 50.8" |
| Cargo Bed | 1/2 Ton | Long Bed 2000 |
| Inside Length | 70.1" | 86.1" |
| Inside Width | 56.3" | 56.3" |
| Inside Bed Height | 16.1" | 16.1" |
| Curb Weights (pounds) | | |
| 1/2 Ton | 2465 | |
| 1/2 Ton Long Bed 2000 | | 2520 |
| 1/2 Ton SR-5 | | 2485 |
| Capacities | | |
| Cargo Bed 1/2 Ton | 36.8 cu. ft. | |
| Long Bed 2000 | | 45.1 cu. ft. |
| Fuel Tank | | 12.1 gallons |

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.

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 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-made.

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

With pride.

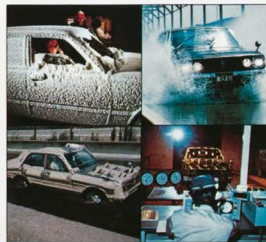
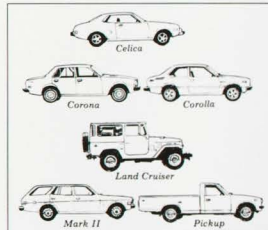
Which is why we inspect engines before and after they go into our vehicles.

When we spot a crooked seam in the upholstery, we stitch it over.

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 model goes through extensive design, mechanical and safety tests.

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

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.

22 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.



The Standard Half-ton Pickup.