



**“Get your hands on a Toyota.
You’ll never let go.”**

If you’ve read this far, you’ve probably found a Toyota that you like pretty much.

But maybe, like a lot of people, you’re worried about finding parts and service for an imported car. Especially away from the big cities.

Well, we’ve spent the past 10 years building one of the finest parts and service organizations in the U.S. So you won’t have to worry.

There are nearly 1,000 Toyota dealers throughout America.

There are trained Toyota mechanics in every state.

And there are 9 Toyota parts distribution centers around the country — all linked by computer and telex — to keep Toyota dealers well-stocked. So whatever part you need, your Toyota dealer probably has it on hand. If not, he can get it fast. The system’s so efficient it fills most orders within 24 hours.

And Toyotas are designed to be easy to service. You don’t have to take apart half the engine to change a spark plug.

Good cars that are easy to service.

And good service that’s easy to find.

Maybe that’s why 94% of the Toyota cars sold in this country since 1958 are still on the road.

TOYOTA

COROLLA



“First, I want a car that lasts.”

1976: Good mileage* and low price just aren't enough anymore.



"I'm sick of paying extra for stuff that should be standard."

"It's about time someone came out with a 5-door Wagon that can stand up to my 3-kids."

5-DOOR SEDAN DELUXE

"I won't drive a car without automatic and air conditioning."

"Yeah, and I won't drive a car that gets 10 mpg."

"I want a 5-speed, radiator, a tachometer and enough money left over to buy a little gas."

"If a car isn't well-made, low price and high mileage don't mean anything."

DELUXE HARDTOP

DELUXE 5-DOOR WAGON

4-DOOR SEDAN DELUXE

2-DOOR SEDAN

SR-5

Sure. Toyota Corollas are low priced. And they get good mileage — improved to get even better mileage in 1976 than 1975. But today you want more than a lot of miles per gallon.

You want a lot of miles per car.

That's what the 1976 Toyota Corollas are all about.

It would take volumes to tell you all we do to make Corollas tough. But we'll give you some idea:

To come up with our small car design, we destroy more prototypes than our accountants would like to think about. We punish them. Freeze them to 50 below. Roast them to 140 above. And thrash them through every imaginable

torture test.

But a good design is meaningless without good workmanship at the factory.

And at our factories, quality control isn't just a company program. It's a cultural heritage. A matter of pride.

That's why every Toyota worker has the authority (and responsibility) to stop his entire production line if he sees something wrong.

That's why we go so far to make everything right.

One example: we put every Corolla engine through 10 different tests and checks before we put it in a Corolla.

Every single engine.

And that's just the engine.

Before we're through, we go over every single car with the most advanced electronic testing equipment. And something even better. Human eyes and hands.

To make sure everything works right. From the power front disc brakes to the cigarette lighter.

And to make sure everything looks right.

From the alignment of the hood to the stitching in the seats.

And that's just during assembly. As every car comes off the line, it's test driven to an inspection station and put on a chassis dynamometer. We

check acceleration, braking, wheel alignment, steering angle and exhaust emissions. We even make sure the headlights are aligned.

Then we test drive each car through a water test — over 3-tons of water, from every side. Because we want your Toyota to keep going when the going gets wet.

It all adds up to a kind of Toyota philosophy: Making gas-saving cars that are tougher than they really have to be.

Because "good enough" isn't good enough.

Not for Toyota.

And, we hope, not for you.

The 1976 Corollas

*See disclaimer at bottom of specification page.

"If a car isn't well-made, low price and high mileage* don't mean anything."



Corolla 2-Door Sedan

Even Toyota's least expensive model—the Corolla 2-Door Sedan—is designed to give you more than a low price and good gas mileage.

It's made well. Made to last.

The body is unitized with welds—not nuts and bolts—to help prevent rattles.

The engine is the same reliable 1.6 liter overhead valve design that powers Corollas around the world—improved to get even better

mileage in 1976 than in 1975.

The transmission is a gas-saving 4-speed synchromesh.

And the standard features list includes things like fully reclining front bucket seats to keep you

comfortable, and electric rear window defogger to clear your view and power front disc brakes for smooth stops. All at no extra cost.

It's our most basic car. But it may be all the car you'll ever need.

If you want to make a Toyota Sedan Deluxe even more Deluxe, you can add optional factory air conditioning or our smooth and efficient 3-speed automatic transmission.

But you don't have to add a lot of options to make these Toyotas livable. Because they both come fully equipped with a long list of standard

features—you don't pay extra for.

You get smooth stopping power front disc brakes, comfortable fully reclining bucket seats and a rear window defogger like on our basic Corolla. And you also get full tinted glass that cuts the sun's glare, long-lasting steel belted radial whitewalls, styled steel wheels, wall-to-wall carpeting, protec-

tive side body moldings, an inside hood release, a 4-speed synchromesh transmission and more. (Just check the standard features list on page 14.)

As generous as these Corollas are with standard features, they're miserly with gas. So you can expect good mileage even if you order the optional 3-speed automatic transmission.

But if you want even more economy, specify the 5-speed option instead. It's a five-speed over-drive transmission that saves gas and wear and tear on the engine because in 5th gear the engine runs slower than in 4th.

No matter how you order a Deluxe Sedan—options or not, 2-door or 4—you'll get yourself one tough, economical car.

"I won't drive a car without automatic and air conditioning."



"Yeah, and I won't drive a car that gets 10 mpg."



You shouldn't have to add all kinds of options to make a new car livable.

That's why our Corolla Hardtop comes fully equipped.

The protective side moldings, steel belted radial whitewalls, styled steel wheels, bumper

guards and chrome drip moldings aren't part of an extra-cost "exterior decor group." They're all included in the sticker price.

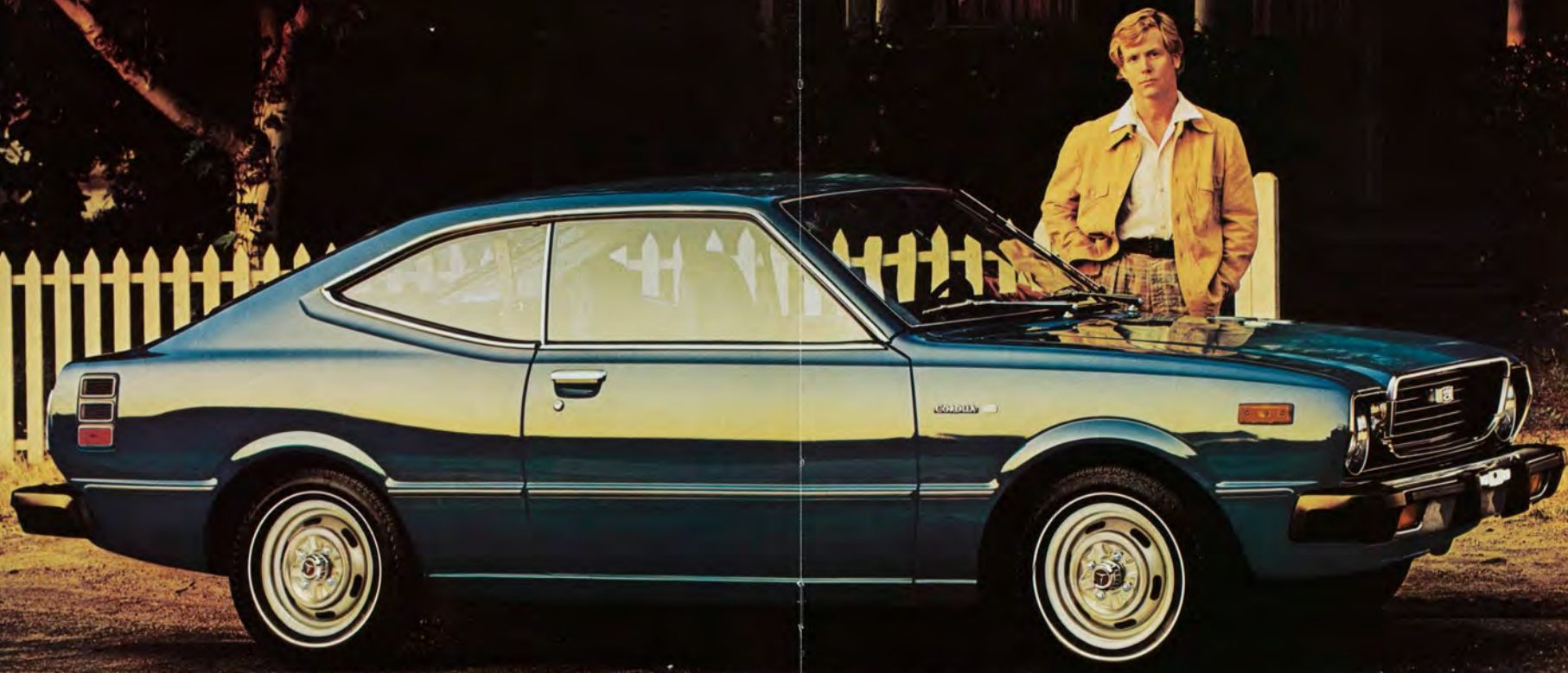
And you don't pay extra for wall-to-wall carpeting to help insulate you from road noise, full tinted glass to improve your visibility in

the sun's glare, fully reclining front bucket seats to keep you comfortable, power front disc brakes for smooth stops, a rear window defogger to clear your view on misty mornings and our reliable and economical 1.6 liter overhead cam engine.

Which, incidentally, is made of components matched by computer for balance and tolerances to assure a long and quiet life.

That doesn't cost extra either.

"I'm sick of paying extra for stuff that should be standard."



Corolla 2-Door Hardtop

"I want 5-speeds, radials, a tachometer and enough money left over to buy a little bit of gas."*

This is the sporty one. So it comes with a lot of sporty stuff at no extra cost.

Steel-belted radials so wide we've added fender flares.

Mag-type wheels.

An electric tachometer.

Separate oil temperature, oil pressure and ammeter gauges.

An AM radio.

And a 5-speed overdrive transmission that's more than sporty. Because the engine runs slower in 5th gear, you save both gas and wear and tear on the engine.

It also has something brand new. ESP™ (Electro Sensor Panel)—a digital-readout panel

mounted overhead that monitors four vital service areas. It's an early warning system that gives you plenty of time to take care of minor problems. It warns you when your battery needs water, when your engine oil is getting low, when your disc brake pads will soon need replacing and if one of your stop lights goes out. It also monitors itself. Push a button, and ESP™ goes through its check sequence to show you it's working.

And, wonder of wonders, none of the above costs extra.

Of course, the SR-5's first name is Corolla. So you get Corolla's mileage, Corolla's dependability and, of course, Corolla's price.



Bucket seats and console.



5-speed.



Overhead ESP™ (Electro Sensor Panel) Console (SR-5 only). It warns you with a digital readout when your battery needs water, when your engine oil is getting low, when your disc

brake pads will soon need replacing and if one of your brake lights goes out. And it monitors itself. Console also features a map-holder, map light and courtesy light.



Our tough little wagon has become pretty popular in Africa and Australia.

So it should stand up in really rugged country like in your home town.

Of course, it's built for comfort as well as survival.

So it comes with fully reclining front bucket seats, wall-to-wall carpeting, tinted glass (except rear side windows). All at no extra cost.

You can order other comforts like factory air conditioning and a durable 3-speed automatic trans-

mission without giving up good gas mileage.

Because it's a wagon with a fold-down rear seat and a spacious fully-carpeted cargo area, it's easy to load up.

Because it's a 5-door, it's easy to load up on people.

And because it's a Corolla, it can survive the ravages of a wagon's life.

Even three small children and a German Shepherd.

"It's about time someone came out with a 5-door Wagon that can stand up to my 3 kids."



Corolla Wagon (with optional simulated woodgrain paneling and AM radio)

"OK. What's a Corolla really cost—equipped the way I want it?"

We don't want our base sticker prices to become meaningless figures. So the base price for each Corolla includes the basic equipment most people want on a car.

As you can see, it makes quite a long list of features that don't cost extra.

The list of features that *do* cost extra is quite short. Because we restrict our options to things not everybody wants, like factory air conditioning, automatic transmission or stereo.



Standard Equipment All Corollas

1. 1.6 liter engine, 4-cylinders, in-line, overhead valve. Overhead valve means fewer moving parts, less to go wrong. 4-cylinders mean good mileage. 1.6 liter means it's large enough to handle freeway driving.

2. Five Main Bearings. Minimize crankshaft flexing for longer bearing life.

3. Power-boosted Flo-thru Ventilation. In with the good air, out with the bad. Constantly keeps fresh air moving through the car.

4. Electric Rear Window Defogger. It clears the fog fast on misty mornings to give you good rear vision for safer driving.

5. Rear Front Disc Brakes, Rear Drum Brakes. Most of the stopping power's up front, where you need it. Disc brakes are fade-resistant, throw off water in rainy weather and give you good stopping power.

6. Transistorized Ignition. Reduces the complexity of the ignition system and cuts down on tune-up problems. It gives a hotter spark for efficient combustion, gas economy, longer spark plug life and easy starting in cold weather.

7. A Trunk that's plenty big for a small car.

8. Assist Grips—on one two doors, three on four door models—assist passengers in and out of the car.



9. Fully Reclining Hi-Back Front Bucket Seats. At the touch of a lever, the seat back is adjustable in 15 positions from bolt upright to almost horizontal. At the touch of another lever, the seat glides into 8 forward/back positions. That makes 120 different seat positions!

10. The Lockable Glove Box has a built-in beverage tray.

12. Controls are Driver-Oriented, include steering column-mounted headlight and wiper switches, so your hands seldom have to leave the wheel.

13. The Back Windows really open on all our models.

14. Two-Speed Windshield Wiper/Washers are controlled by a lever on the right hand side of the steering column.



15. Reversible Ignition and Lock Keys. The keys work either way you put them in, which can save a lot of fumbling around. A small touch, but some manufacturers don't offer it.

16. Dual Horns, which are better than one.

17. Inside Hood Release. Helps prevent bad people from stealing your battery, horns, engine, etc.

19. Padded Sun Visors.



20. Lockable Steering Column.

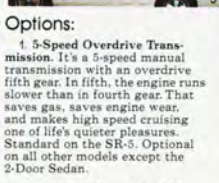
22. Strong Steel Side Guard Beams are inside each door.

23. Steel-belted Radial Tires. Compared to standard bias ply tires, they provide better traction on all surfaces, wet or dry, resist overheating, last longer, and give you better mileage. (Bias-belted tires on 2-Door Sedan only.)

24. AM Radio. Standard on SR-5, available on other models. All Deluxe Corollas & Wagon also include:

Tinted Glass. It's tinted enough to cut daytime glare, but not enough to impair night vision. (Tinted rear side windows not available on Wagon.)

Resettable Trip Odometer. A nice convenience for keeping track of the miles on business or on vacation. Also makes it easier to figure out your gas mileage.

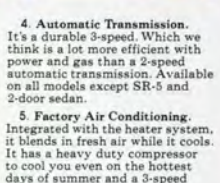


Options:

1. 5-Speed Overdrive Transmission. It's a 5-speed manual transmission with an overdrive fifth gear. In fifth, the engine runs slower than in fourth gear. That saves gas, saves engine wear, and makes high speed cruising one of life's quieter pleasures. Standard on the SR-5. Optional on all other models except the 2-Door Sedan.

2. Music Machines. An AM radio is standard equipment on the SR-5, optional on all other models. But you have got to hear Toyota's AM/FM Stereo—crystaline highs, powerful bass—a mini concert hall. Add our 8-track stereo tape deck, and you'll get the same fantastic sound from commercial or home-recorded tapes.

3. Wagon Woodgrain Exterior and AM Radio. We offer it because it looks neat and because it will never be attacked by termites. When you order it, you also get a superb solid state AM radio—because we think a wagon should sound as good as it looks.



4. Automatic Transmission. It's a durable 3-speed. Which we think is a lot more efficient with power and gas than a 2-speed automatic transmission. Available on all models except SR-5 and 2-door sedan.

5. Factory Air Conditioning. Integrated with the heater system, it blends in fresh air while it cools. It has a heavy duty compressor to cool you even on the hottest days of summer and a 3-speed fan you can adjust from a whisper to a refreshing blast to somewhere in between.

Standard Safety Equipment:
Energy-absorbing bumpers • Padded dash and armrests • Collapsible steering column • Built-in head restraints • Steel reinforcements in doors • Break-away rear view mirror • Dual master cylinder braking system • 2-speed washer/wipers • Brake fluid warning light • 4-way hazard lights • Full seat belts, front shoulder belts • Controlled-crush front and rear • Recessed door handles.

Colors: White, Silver metallic, Red, Orange, metallic, Dark Brown metallic, Yellow, Light Green metallic, Medium Blue.

Specs: Exterior Dimensions		
Wheelbase		93.5"
Length		165.2"
Wagon		167.7"
Width		62.4"
SR-5		65.0"
Sedan, Hardtop and Wagon		62.4"
Height		54.5"
Sedans		54.7"
Wagon		53.5"
Curb Weights (pounds)		
Sedans (2-door)		2225
Hardtop		2280
SR-5		2360
4-Door Sedan		2270
Wagon		2325
Capacities		
Luggage Compartment:		
Sedan		7.8 cu. ft.
Hardtop		7.6 cu. ft.
Fuel Tank		13.2 gallons
Wagon		12.4 gallons

*Mileage claims in this brochure are based on 1976 EPA tests. Corolla models got up to 39 MPG on the highway and up to 24 MPG in the city. Remember: these mileage claims are estimates. Your actual mileage will vary depending upon the type of driving you do, your driving habits, how well you maintain your car, optional equipment installed, and road and weather conditions. EPA mileage results for individual models are available at your Toyota dealer. Specifications, equipment and prices are subject to change without notice.

STANDARD EQUIPPED FUN.

Liftback and Sport Coupe
Corollas include all Corolla standard equipment plus:

SR-5 Models

5-speed Overdrive Transmission
 Full Instrumentation that includes Gauges for Oil Temperature and Pressure, Water Temperature, and an Ammeter
 Electric Tachometer Wide-

Black Sidewall Steel-belted Radial Tires Mag-type Styled Steel Wheels with Bright Steel Trim Rings Electric Clock Pushbutton AM Radio Knitted Vinyl Seats 4-spoke Sporty Steering Wheel Full Console with Arm Rest Wide-opening Rear Cargo Door (Lift-

back only) Fold-down Split Rear Seat (Liftback only) Special Body Side Striping (Sport Coupe only) Easy-loading Trunk Design (Sport Coupe only)
Deluxe Models
 4-speed Synchromesh Transmission White Sidewall Steel-belted Radial Tires

Styled Steel Wheels 3-spoke Woodgrain Steering Wheel Wide-opening Rear Cargo Door (Liftback only) Fold-down Split Rear Seat (Liftback only) Electric Tachometer (Sport Coupe only) Easy-loading Trunk Design (Sport Coupe only)

MAKE YOUR COROLLA EVEN MORE FUN.

- Add An Automatic Transmission.** If you don't like shifting for yourself, you'll like our sturdy 3-speed Automatic. Available on Deluxe models only.
 - Add Some Factory Air Conditioning.** To keep you comfortable in any summer weather from mildly warm to sweltering hot.
 - Add Some Music.** Our superb-sounding AM Radio is standard equipment on the SR-5's and available as optional equipment on Deluxe models. Or go hi-fi Corolla with our AM/FM Stereo, or our 8-track Stereo Tape Deck.
 - Add An Electric Rear Window Washer/Wiper.** For a clean and clear rear window in rainy weather. Available on Liftbacks only.
- Plus a whole lot more that's available from your local Toyota dealership.

*EPA Statement

*EPA gas mileage figures for each Corolla model are not stated in this brochure. See your Toyota dealer for EPA gas mileage results. **Remember** EPA gas mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.

Specifications:	Liftback	Sport Coupe
Exterior Dimensions		
Wheelbase	93.3"	93.3"
Length	170.0"	168.3"
Width	63.6"	63.6"
Height	52.0"	52.0"
Tread (Dix front)	51.2"	51.2"
(Dix rear)	50.6"	50.6"
(SR-5 front)	52.2"	52.0"
(SR-5 rear)	52.6"	52.6"
Interior Dimensions		
Headroom (front)	34.2"	34.0"
(rear)	36.6"	34.2"
Shoulder Room (front)	50.4"	50.4"
(rear)	50.6"	50.5"
Leg Room (front)	42.1"	42.1"
(rear)	32.8"	32.8"
Curb Weight w/Man. Trans.		
49 States (Dix)	2276 lbs.	2232 lbs.
(SR-5)	2326 lbs.	2278 lbs.
California (Dix)	2307 lbs.	2253 lbs.
(SR-5)	2353 lbs.	2289 lbs.
Capacities		
Trunk	—	6.2 cu. ft.
Both seats down	23.9 cu. ft.	—
Tire sizes		
Deluxe	165 SR 13 WSW	165 SR 13 WSW
SR-5	175/70 HR 13 BSW	185/70 HR 13 BSW

Colors: White, Yellow, Red, Medium Blue, Orange Metallic, Silver Metallic, Dark Green Metallic and a bright new color, Pure Yellow. Specifications, equipment and prices are subject to change without notice.



YOU ASKED FOR IT. YOU GOT IT. **TOYOTA**

TOYOTA

COROLLA

LIFTBACK™ AND SPORT COUPE



YOU ASKED FOR A FUN CAR THAT'S INCREDIBLY FUNCTIONAL.
YOU GOT IT TWICE.



Corolla Liftback Deluxe



Corolla Liftback SR-5



Corolla Sport Coupe SR-5



Corolla Sport Coupe Deluxe

THE NEW COROLLA LIFTBACK

Corolla Liftback and Corolla Sport Coupe—two great new functional cars that are also fun to drive. They round out Toyota's quality line of Corollas.



The Liftback's wide-opening rear door and fold-down split rear seat provide a cargo area that's spacious and versatile.

The tremendous versatility of the Corolla Liftback continues with a unique fold-down split rear seat. Fold it all the way down and you've made enough room to bring as many as 20 full-size bags of groceries home from the market.

Or just fold down half the split rear seat and you're still left with enough room to carry just about anything you want. Long awkward loads fit easily into the cargo space created, and there's still a seat left in the back to carry a passenger.

With all that cargo and passenger carrying space in back, you might begin to think we sacrificed somewhere

Functional Fun.

Take the new Corolla Liftback, for example. We designed it to be stylishly sporty looking, and yet incredibly functional. It's a practical sedan with two doors, plus a wide-opening rear liftback that acts as a third door. The third door opens into a spacious cargo area that comes in handy for running errands, picnicking, camping, or any other

activity where you might need extra cargo carrying capacity.

else to get it. But up front, there's still enough interior roominess for a couple of six-footers to comfortably stretch out.

Economical to Operate. The new Corolla Sport Coupe, like its brother the Corolla Liftback, has eye-stopping, sporty good looks inside and out. But don't let its racy lines fool you into thinking it might be costly to operate. The Sport Coupe, as well as the Liftback,



SR-5 models offer full instrumentation and a cockpit type dash to put all controls within easy reach, eliminate squeaks and rattles.

are both powered by the same economical and reliable 1.6 liter overhead valve engine that powers most Corollas around the world.

Two Exciting New Models.

The Liftback and Sport Coupe are available in two excitingly different models: SR-5 and Deluxe. Like all Corollas, they're both equipped with quality features like MacPherson strut front suspension, for good road handling. And power-assisted front disc brakes for sure stopping. Plus unitized body construction, with welds instead of bolts, to help



All models come with steel-belted radial tires and styled steel wheels.

THE NEW COROLLA SPORT COUPE

electric clock and an AM radio. Outside, the Sport Coupe SR-5 has body side striping to make it look even racier.

Deluxe models have dressy white sidewall tires and a stylish 3-spoke woodgrain steering wheel as standard equipment.

Plus More Corolla Standard Equipment. You'll be pleasantly surprised to learn most Corollas are equipped with other niceties that aren't often found as standard equipment on other cars. Such as fully reclining Hi-back front bucket seats, adjustable to 120 different positions. And an electric rear window defogger, nylon loop pile wall-to-wall carpeting and flip-out rear windows. Plus shiny chrome bumpers.



All Corollas have fully reclining Hi-back front bucket seats, adjustable to 120 different positions.

Toyota Quality.

Toyota Quality isn't limited to just one model. It's built into every single Toyota that comes off the assembly line. One of the reasons nine out of every ten Toyota cars sold in America are still on the road today.

So whatever your motoring needs, be it a 2 or 4-door sedan, a 5-door wagon, a hardtop, the new Corolla Liftback or the new Corolla Sport Coupe, there's a Toyota Corolla to suit your taste and pocketbook.

We believe so strongly in the superior quality of Toyota automobiles that we're prepared to make this statement: If you can find a better built small car than a Toyota... buy it.

Extras At No Extra Cost. The new Corolla Liftbacks and Sport Coupes offer sporty styled steel wheels (mag-type on the SR-5) riding on steel-belted radial tires.



SR-5 models come standard equipped with a 5-speed overdrive transmission.

Inside the SR-5's, you'll find a cockpit type dash with console, plus full instrumentation to help you keep track of what's going on under the hood. There's an electric tachometer, so you always know how fast your engine's running. And gauges to keep you informed on things like oil temperature and pressure, and water temperature. Plus an ammeter, an

*See the EPA statement on specification page.