

Pickups. Four rigs to choose from including two 5 speeds.

Toyota has a bigger selection of small pickups than anybody. You get a big powerful engine, a big roomy cab and power front disc brakes. You have a choice of standard beds or extra long beds. Two with over seven feet of cargo length—including our brand new

Long Bed SR-5 Sport Truck, which comes with a 5-speed overdrive transmission to help save gas* and wear and tear on the engine. You'll find all our little pickups are well-priced, well-equipped and exceptionally well-built. Well, what are you waiting for?



*Specific gas mileage figures for each of the various models are not stated in this brochure.

EPA mileage figures are available at your Toyota dealers.

Remember: EPA mileage claims are estimates. The actual mileage you get will vary depending on your driving habits and your car's condition and equipment. Specifications, equipment and prices are subject to change without notice.

TOYOTA

YOU ASKED FOR IT. YOU GOT IT.

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LITHO IN USA
05003-00956

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

1976 Toyota

CELICA · COROLLA · CORONA
MARK II · LAND CRUISER · PICKUP



The New Celica GT Liftback™

YOU ASKED FOR IT. YOU GOT IT.

Practically a sports car.

We'll give you our best shots. New 14-inch steel belted radial tires for better handling. Corner-hugging MacPherson strut suspension. Smooth-stopping power front disc brakes. Sporty style steel wheels with chrome rings. 5-speed overdrive gearbox. Plus leather wrapped steering wheel rim and simulated leather shift knob. Electric tach. AM-FM/FM stereo radio. Fully reclining front bucket seat. Spunky 2.2 liter engine.

All at no extra cost. Now, let's get practical.



Our GT interior



The big back door



Celica GT

Celica ST

But much more practical.

The rear hatch lifts up and the back seat folds down. So there's space for sports gear and groceries.

The 5-speed overdrive transmission not only saves gas,* but wear and tear on the engine. (Our durable 3-speed automatic is also available on the Liftback™ and ST.)

The Celica GT and ST Coupes have most of the things our new Liftback™ has except a back that lifts. Including 17 different tests and inspections after it comes off the assembly line.

You're going to love it.

Just hatched

*See EPA statement on back page.



New Celica GT Liftback™



Deluxe Hardtop

6-Door Wagon**

2-Door Sedan Deluxe

4-Door Sedan Deluxe

2-Door Sedan

SR-5

Corolla.

A lot more than just good gas mileage* and a low price.

Corolla offers you the lowest price and highest mileage* we have to offer. Better gas mileage in 1976 than in 1975.

And a lot more.

Like quality, durability and a host of standard features that you don't pay extra for.

At our factories, "quality control" isn't just a company program. It's a cultural heritage.

So we check every Corolla engine with 10 electrical and mechanical tests before we put it in a Corolla.

Then we check every car. 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 interior trim.

And to keep our base sticker prices from becoming meaningless figures, we equip every Corolla the way most people want it. Most Corollas come

standard with features like fully reclining front bucket seats, wall-to-wall carpeting, steel-belted radials, tinted glass, even an electric rear window defogger. All at no extra cost.

It all adds up to a car that's easy to live with. For a very long time.

*See EPA statement on back page.

**With optional simulated woodgrain paneling.

Corona. The car that built our reputation.



Hardtop

Corona's the car that not only got us going in this country, but in most countries.

There are well over three million sold so far in the world. And since we've had so much



4-Door Sedan Deluxe

experience building them, you get so much out of them.

You get quiet. The kind of quiet, solid ride that you might not expect in a small car.

You get comfort. Thick, fully-



2-Door Sedan Custom



SR-5 with gas-saving 5-speed

reclining bucket seats help a 500-mile trip just fly by. And the generous 2.2 liter engine doesn't exactly hold you back, either.

You get features and styling in Corona's base price that only a



Wagon with optional simulated woodgrain paneling

few cars offer. Very few.

And in a Corona, you get all this for a lot fewer dollars.

You get a car that's been tested on all kinds of roads, in all kinds of weather.

A final few words about gas mileage. In 1976 EPA tests, Coronas got better gas mileage* than in 1975.

*See EPA statement on back page.

Mark II. The limited edition Toyota. (With unlimited features.)

Our Mark II is larger, roomier, wider, longer and more powerful than any other car Toyota sells in the United States.

We consider it very special.

Both the luxurious 4-door Sedan and spacious 5-Door Wagon are powered by a sensible and efficient 6-cylinder engine.

The Mark II's rich array of standard equipment—including factory air conditioning, automatic transmission, power steering, power brakes and an AM-FM/FM stereo radio—is impressive on any car. Especially when you consider that they're all yours at no extra charge.

And because we know that you buy your Mark II to drive for a long time to come, our cars are rigorously tested. Then each and every Mark II is inspected inside and out to make sure you get a fine car.

As we said, it's a very special car.



4-Door Sedan and 5-Door Wagon

Land Cruiser. Built like a fort. Equipped like a general store.



Hardtop



Wagon

On a durability scale, our 4-wheel drive Land Cruiser is somewhere between a rock and a hard place. Solid front steel bumper. Steel skid plates. And a hang-tight suspension that gets the best of the worst trails.

It's powered by a big 4.2 liter 125 hp 6-cylinder OHV engine; has new power front disc brakes; side hinge swing-out rear doors on hardtop; and it's equipped to the teeth with standard features.

If you've got a gang going, take the Land Cruiser Wagon. With its wide open spaces for gear and room for four people.

Hardtop or Wagon, you've got it tough. For out and out quality and stamina, the goldangedest rig off the road.