Specifications

ENGINE: [illegible]

TRANSMISSION: [illegible]

OPTIONAL AUTOMATIC TRANSMISSION: [illegible]

AXLE: [illegible]

SUSPENSION: [illegible]

STEERING: [illegible]

BRAKES: [illegible]

DIMENSIONS & WEIGHT: [illegible]

Curb Weight—2189 lbs.
Road Clearance—7.1 inches
TIRES: 5.60 x 13, 4 ply, tubeless
PERFORMANCE:
Maximum Speed—90 mph
Cruising Speed—80 mph
BODY & FRAME: [illegible]

DISPLAY & PRE-DELIVERY MAINTENANCE OF COMMERCIAL VEHICLES

TOYOTA MOTOR CO. is deemed by automotive engineers to be the most modern automobile manufacturing facilities anywhere in the world. The huge Toyota factories, covering 1000 acres encompass every phase of manufacturing, research and development. Toyota maintains its own Steel Works, its own Engine Plant, Body Plant, Paint Plant—plus Quality Control through closed circuit TV and computers. Toyota holds the international DEMING AWARD for quality control and engineering excellence.

In the United States, Toyota maintains huge parts and service depots ... and a network of Toyota Dealers across the country with Parts & Service coast to coast. Wherever you live or drive, there's a Toyota Dealer near you.

Features

[illegible]

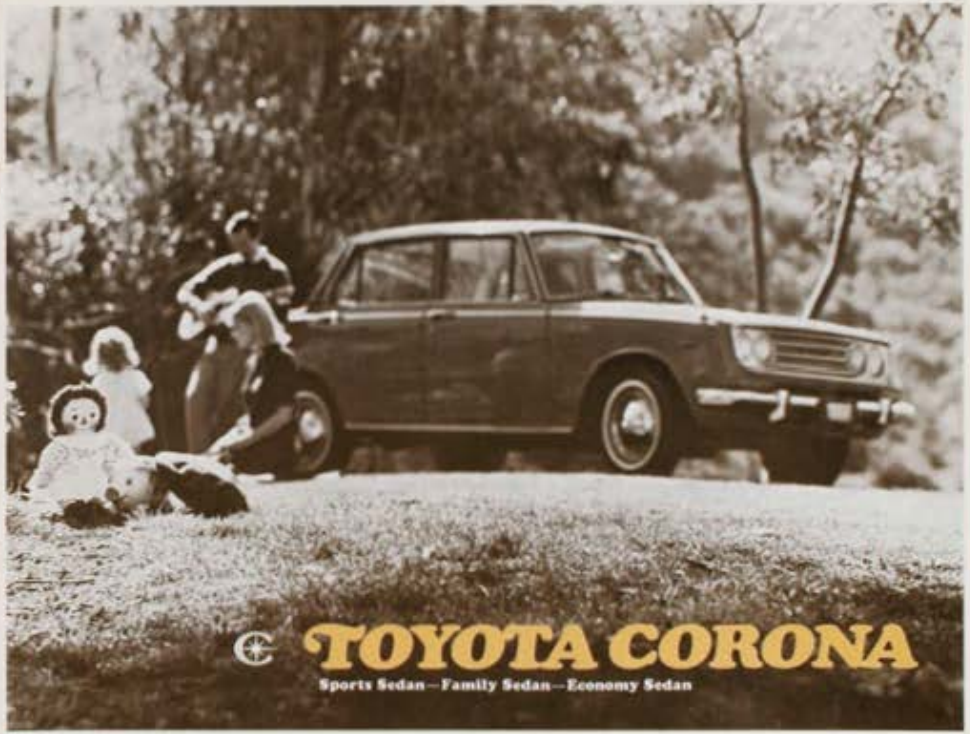
AM-AM-FM RADIO [illegible]

[illegible]

TOYOTA MOTOR SALES, U.S.A., INC.

TOYOTA MOTOR DISTRIBUTORS, INC.
Western Division
[illegible]
Eastern Division
[illegible]
MID-SOUTHERN TOYOTA, LTD., INC.
[illegible]

SERVICE MOTOR COMPANY, LTD.
[illegible]



The New Hot One

There's a new name on the American road that's stirring the hook on performance. It's the hot new Toyota Corona—and performance is its specialty. Alert—lithe—ready to spring from the mark—the Corona is every inch a sprinter—and proves it by running away from the field.

Exciting things happen when you take off in a Toyota Corona. In a few brief seconds this 4-door sportsedan is traveling over 90 miles per hour. Under the hood, the Corona's husky 1900 cc engine has 90 horses—(more than do the others have!). And quick as a flash, the Corona accelerates from 0 to 60 in 14.1 seconds flat. *(Figures from Motor Trend Magazine)*

By every comparable test cars report are cars to compare—power, speed, acceleration, handling—in performance as well as price—Corona runs far ahead of contenders in its class. Corona is advanced in engineering as well... aerodynamically designed for low wind resistance—low noise—and quiet operation. Even at 70 miles an hour, the quiet-running Corona permits passengers to enjoy normal conversation without raising their voices... or listen to the radio without raising the volume.

As the editors of MOTOR TREND report: *"The Corona Sports Sedan (sic) is a real eye catcher ... also a real eye opener in the performance department. ... It has a 90 HP engine that puts it miles ahead of its competitors in performance ... While other economy sedans are chugging slowly up hills, the Corona keeps up with, or ahead of traffic.*

Others in the know acclaim Corona by Toyota—as evidenced in this report from POPULAR IMPORTED CARS: *"We found the manufacturer's claim that the Corona will accelerate to 100 MPH in seconds to be realistic ... The reserve passing power of the new Corona is remarkable ... The new Corona is one of the finest stylish values available today."*

It doesn't take a professional racer to discover Corona's EASY HANDLING. Full synchronizers in all forward gears make driving fun. Oversized non-fade brakes are self-adjusting. Steering is light and easy. Crossroad stabilizers give the driver "curve control"—the Corona comes with cables attached.

It doesn't take an expert to be a Corona enthusiast. All it takes is a sports car, and the open road.

Economy You Can Bank On

Many a Toyota Corona owner smiles all the way to the bank. He finds that he's saving money every mile. Proud Corona owners report as much as 30 miles per gallon economy. They make fewer stops at the gas pump—and find they're enjoying this economy per economy in day-to-day city driving as well as on the highway. With Corona's large 12-gallon fuel tank, this high economy mileage means a driving range of 300 miles or more for the long weekend or holiday trip.

But the Toyota Corona expression for true economy is more ways than one. From its low initial price through its low maintenance costs, Toyota has engineered additional money saving features into the Corona: such as battery saving alternator, full flow oil filter, and a highly efficient 2-barrel carburetor with adjustable choke release. Most important, Toyota engineering—craftsmanship—and implicit quality—produce a long life that is a priceless part of every Toyota product. "The tough ones come from Toyota" has become a tradition. There is no greater value built into an automobile. Savings in economy, that Toyota craftsmen build into the Corona.

Recognition of Corona's outstanding economy plus high performance—is illustrated by this report from ROAD TEST Magazine

"In the economy car class, currently dominated by Volkswagen, a new contender has climbed into the ring. If buyers drive the Corona as well as the VW before making their decision, the Corona just might emerge the new champ. In almost every department important to buyers of this kind of vehicle, the Corona gets the nod."