





*Masterfully sculptured body lines...  
Luxuriously detailed interior...  
Dispassionate quiet performance...*

*All mark  
Toyota Crown  
as a quality automobile.*



Toyota Crown is a triumph of traditional Japanese craftsmanship and good sense. The more subtle changes drive up to them, Toyota Crown is now available for the discriminating American car buyer. As the top car in the Toyota line, Crown offers you many driving experiences you could not get and at a price no other car in its class can match.

The reason you like the look of this driving automobile, you also enjoy the way it feels to drive. All the instruments, gauges and buttons are where they should be. Although an import, Toyota Crown is designed for American drivers. The complete interior—dash, console, glove compartment, ceiling, bucket seats, full, deep-plunge carpeting, front and back, padded dash and doors, door and head trim—all are color coordinated, set in appearance and felt to touch.

**The engine?**

Listen... you can't tell it's there.

Touch the accelerator.

Expect to go!

The only in-Crown's improved 1300cc, overhead-cam four.



head, 4-cylinder engine powerful, smooth and quiet, it's dependable for miles after occasional miles from the first into the beautiful thousand.

And to thank your drive, you may choose either a spring front-the-back suspension or equally spring-loading Torque-plate suspension on the rear axle. Toyota is Japan's leading automobile manufacturer. And Crown is Toyota's leading automobile in quality, style and craftsmanship. It shows, too, in comfort, in value, equipment, in performance and in maintenance-free dependability.





*A just-the-right-size station wagon...  
Toyota Crown Custom.*

Some station wagons are just big sedans... others are almost too small for the size. But Toyota Crown is just the right size to accommodate a wagon's choice and just the right size for easy handling. Like the Crown sedan, the Crown wagon offers a host of luxury amenities at its price point. Using the third seat, you can carry more people comfortably. And for convenience or safety, the rear seat folds down to make way for a car, usually the improved cargo box. Side-erecting rear seat opens with the easy handling. Standard with all Crown wagons is a power rear gate window that can be opened from the dash or the rear gate.

The Crown Custom wagon offers the same dependability and economical DMC-11 engine that powers the Crown sedan.

Take off for real family fun in Toyota Crown Custom wagon... drive with either two or the four or accommodate the third... either way you choose, you're bound to get the happiness, peace and driving power you want.



That panel opens "up" and "down" and "out" from the dash, or into the trunk or out of the rear gate.

