

The Corona has put Toyota on the map in the U.S.



Since 1977 the sales of Toyota have been the envy of the automobile industry in Japan. Today, Toyota leads the licensing program with subsidiaries engineering, manufacturing and sales in the United States. Toyota has established itself as a major auto... offering more models than any other car selling company in the U.S. within one year. And now in many areas it has reached an end point. The star of this fantastically successful

There are hundreds of Toyota dealers from coast to coast. And there are huge Toyota dealerships located across the country and capable of supplying parts inventories in the U.S. within 24 to 48 hours.

## Engineering excellence, modern facilities, quality control

...reason why Toyota Motor is a leader in the world's automotive industry.



In every phase of its operations, from the manufacture of parts through to final assembly, Toyota maintains rigorous quality control. In its three main plants and two assembly facilities, the group of factories surrounding Toyota City is one of the most modern automotive complexes in the world. The factories are highly automated and rigorous inspection procedures are implemented throughout. The Toyota City facility also includes a research center and complete automobile proving ground, with a capacity of more than 80,000 units a month. Toyota's production facilities are ready to take on any new design that comes from the factory to their inspection and then into the consumer's hands, intelligently streamlining large factory investments.

From the exciting 200GT through rugged and economical Corolla, Corona and Civic passenger sedans, to the mighty Land Cruiser and Hilux off-road trucks, there are eight Toyota models that cover the range of America's entire driving needs and desires.

Get Your Hands On A TOYOTA...  
You'll Never Let Go.

Japan's No. 1 Automobile Manufacturer

# TOYOTA



TOYOTA MOTOR CORP. (U.S.A.) INC.  
1977-1978 Model Year

**TOYOTA**

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