

In 1957, the first Toyota passenger cars and trucks rolled off the assembly lines. They had been constructed with imagination... and constructed with care. That precision... innovation and quality... attention... has remained constant. And it's responsible for that precision which has made Toyota Japan's No. 1 automobile manufacturer... and the world's largest producer of automotive vehicles in the world.

Toyota products have always shown a reputation for quality in the more than 40 countries where they are sold. Through the years that reputation has grown to include performance, styling and economy. And in the United States, Toyota has truly proven the effectiveness of innovative design and quality construction... by being there 240 places in import sales a few

years ago... in the record largest selling import in the Nation... in September, 1968.

At Toyota's Technical Center, constant research and development has produced such innovative advances as the incredible 2000-CC, four-cylinder boxer. The 2000-CC has set World and International speed records and won highly competitive U.S. racing events. Proved Toyota engineering excellence.

Today, America's broadest line of imports is being sold and serviced across the Nation by a network of over 1000 Toyota dealers. You can rely on this local Toyota service and maintenance to keep your Toyota trouble-free... wherever you go... toyota.com.

toyota.com





America's lowest priced hardtop? Check a distinction... if price is all you're looking for.

But what about performance? Can mileage? Is cornering and steering exciting? More than distinctive? Corona's 90 hp engine can move you from 0 to 60 in 10 seconds.

Big 90 mph. And while delivering the most outstanding performance in its class, Corona's engine still manages to get exceptional mileage out of a tank of gas. All of this and low maintenance... too.

What can we say about the Corona hardtop's appearance? Take a look at the sporty line in the windows. With a look like yours please choose this. The great job that would be perfect for a car exciting these times in work. Slip behind the wheel of a Corona and you'll find yourself smiling into a deep beam of confidence, exciting that's not true. With all the controls within your reach.

Distinctive? A conventional phrase. But with the Toyota Corona, distinctive is a state of the art.



TOYOTA CORONA 2-DOOR HARDTOP



TOYOTA CORONA 4-DOOR SEDAN



This is the car America took to the South. The car that made Toyota the nation's second biggest selling import.

Toyota doesn't believe in low priced car fun. You look like an individual here. Do that. An automobile that looks like you and offers four door convenience can't give good economy...and performance, too. That's why Toyota designed the Corona the way it is. As a handsome, family automobile, inexpensive to operate, inexpensive to buy...a car that can be combined with a fully automatic transmission.

Look inside the Toyota Corona. It shows what you'll find the same fully reclining bucket seats that are featured in the body. The same look will be with Toyota carpeting, the same fully built trunk. The same 4 speed, all synchromesh transmission. The same engine, performance, economy and solid value only Corona. Designed by Toyota. And made to let you relax and enjoy it.





4 on the floor all-weather
 conversion
 Fully locking bucket seats
 Cloth-panel locking steering
 column and ignition switch
 Double shock absorbers and
 track bars
 Locking glass-free
 Package tray
 All steel upholstery

Power windows
 Front disc brakes
 Powergen power fans
 Wall-to-wall 70-amp carpeting
 Carpet heater and defroster
 Serial-flow hydraulic system
 with adjustable shock absorbers
 4-speaker stereo
 Removable top storage
 Easy-to-reach glass windows

Automatic power windows
 Shunting dash
 2-speed electric windshield
 wipers and wipers
 Dual brake systems with
 warning light
 Parking brake warning light
 Back-up light
 Overhead courtesy light
 External rear and side lights

Electric water in the glove box
 Bucket tempo gauge
 Overhead rear-view mirror
 Wheel covers
 4 upholstery
 All government required safety
 equipment
 All-wood panel glass*
 White vinyl roof**
 *Optional
 **Optional

Every Toyota Corona comes fully equipped with all these exceptional features!



As *Research's* Technical Center, all the factors of safety, comfort, cooling, performance and resistance are thoroughly explored and translated before our guests that drive the assembly line.



Designs that require a variety of tests... pressure tests to ensure the reliability of hinges, frames, paneling and locks. At the "wild tests," engineers want to know how the frames appear at a department before they...



Newly designed cars are obtained... tests at high speeds to determine percentage production can be developed and produced.

Then in production, at least one inspector is present at each of the thousands of steps that...



Look for the shopping of the car's... and quality control.

type of situation is given to every phase of construction. An example is the battery bank in each frame.



worked in a hall of engineering. Many manufacturers do this. But at Toyota, the shell is given a positive charge while the...



paint receives a negative charge. The paint immediately clings to every exposed surface of the body. It is protected into corners to enable it adhere to the inside of the roof panel. It covers the dash panels and all open metal...



two systems. The unique process eliminates corrosion and rust... Toyota maintains production from two and corrosion.

After the job, the bodies are finished.



and hand rubbed. They are then ready for their first coat of paint.

All top-coats are applied to a dust-free, temperature-controlled paint booth. The body, with its smooth primer, is again hand and hand rubbed. It then receives the color coats of paint.

Being and hand rubbing is integrated into the process and the end result is a finish... that will normal maintenance and care... can make the car...



Toyota's... are built with the body and frame in a single unit. Hence, the term, "unitized construction." The same...

Body part is constructed with heavy-duty low stress steels... together, they are welded to the body. The result is an unusually strong construction... that contributes to Toyota's high car rate. Passenger comfort is further added by extra padding in the door panels, seat and under the carpeting.

Break-down free carpeting, made from factory wheel balancing and undercoating are all part of the standard equipment given to Toyota automobiles.

Interior fittings... seats, dashboards, head-lights, door trim and carpets in every Toyota are designed for beauty, comfort and safety. And...



they're fitted precisely by standard conditions. The top part-absorbing maximum... point, maximum flow of... deep progression... the dual braking system... are all part of Toyota's own standards of safety. Standards that meet or exceed the U. S. Federal Motor Vehicle Safety Standards.

Every component of the... of the assembly line is subjected to strict tests to make certain it meets Toyota's high standards of quality. Shifting gears, braking tests, engine tests, tests for wheel alignment and lighting equipment tests are made. Exhaust tests and pulse, interior fittings and shock tests give the examination of... and inspection, they know there are few... from parents, are Toyota automobiles registered by comparison as a really complete Toyota product.

