

The Toyota Chronicle

June 10, was a red-letter day for Toyota Motor Sales U.S.A., Inc. with the opening of Toyota Eastern Headquarters at Lyndhurst Industrial Park in Eastern New Jersey. The new Headquarters, with a large Parts Depot and a Service Training Center, was formally opened on June 10th, 1969. The new facility is now the administrative, sales, parts and service hub of Toyota's local dealer network in the 13 Eastern States and the District of Columbia. Mr. Shiroto Kamiya, the President of Toyota Motor Sales Co., Ltd., attended the opening festivities, along with more than 900 guests.

Toyota ranks 23rd among the world's largest enterprises outside the U.S.A.

The famous U.S. business magazine, "Fortune", in its August issue, gave a listing of the world's biggest corporations outside of the U.S. Toyota Motor Co., Ltd., now the sixth largest automaker in the world, was ranked 23rd in the "Fortune" list, having jumped from 28th place in 1968.

Toyota's aggregate production reaches 5,000,000 units during February 1969.

A new record was set in the Japanese automotive industry when the 5,000,000th Toyota automobile rolled off the line at the Takooka Plant in February. Since the production of the first model in 1937, the growth of Toyota has been phenomenal, especially since the end of World War II. This remarkable record of expansion and success is due to Toyota's famous hall-mark: a combination of highly advanced engineering and meticulous craftsmanship dedicated to producing higher quality vehicles.

American auto magazine dubs the Toyota Corona "Car of the Year".

The well-known U.S. auto publication, "Road Test", chose the Toyota Corona as a "Car of the Year" from among many other excellent imports. The Corona's greater luxury, comfort and durability, together with its outstanding economy made it superior in anything in its class.



There are now four Toyota Maru in service, carrying many more Toyota vehicles to the U.S.A.

Since the launching of the Toyota Maru No. 1, three more special vessels for carrying Toyota vehicles have been built and put in service. They are: Toyota Maru Nos. 2, 3 and 5 (4 is considered an unlucky number in Japan). All of them are now making regular runs across the Pacific, loaded with Coronas and Corollas, which are proving to be popular imports with Americans. Toyota Maru No. 6 will shortly join this fleet as evidence of Toyota's rapidly increasing auto exports to the U.S.

Toyota Motor Sales U.S.A. establishes a fourth distributor in Houston, Texas.

The newcomer, which began operations August 1, 1969, is Gulf States Toyota Inc., of Houston Texas. With its own large Parts Depot and a Service Training Center offering better service and more convenience to local customers, it supplies Toyota vehicles to dealers in Texas, Oklahoma, Arkansas, Louisiana and Mississippi. This new firm is expected to greatly increase sales throughout the region and will also greatly strengthen the service system in the area. This month was also a banner month for Toyota because the exciting new Corona Mark II was announced to great acclaim.

Toyota sets new export sales record in June.

The monthly total of Toyota vehicle exports reached 36,479 units during June, 1969, setting a new record for the company. 12,885 vehicles were exported to the U.S., including Puerto Rico during the month. Toyota's reputation for highly advanced engineering and rigid systems of quality control are being widely recognized by those looking for excellence in motors. Another new record during the first half of 1969: Toyota's total vehicle exports reached 184,479 units, including 62,346 exported to the U.S., a 152.9% increase over the same period of 1968!



Toyota, one of the world's leading automobile manufacturers.

Last year, Toyota gained world attention by achieving an annual production of 1,091,803 vehicles. This means that Toyota is now the world's sixth largest automaker, jumping from ninth place in 1966 when annual production reached 587,539. Now, in the U.S.A., Toyota ranks as one of the leading foreign imports. Toyota's concentration on production quality and engineering excellence is responsible for this outstanding success. Toyota has the most modern auto plants in the world, with completely computerized assembly lines and a rigid quality control system.

Quite simply, Toyota designs and builds better automobiles, prices them reasonably and provides top servicing at the local community level - this is why Toyota is what it is today, one of the world's leaders in the automotive field.

Parts and service coast-to-coast. There are more than 700 Toyota dealers all across the country. Huge, strategically located parts depots are capable of supplying parts and equipment anywhere on a moment's notice. Service is quick and sure! And all by Toyota factory-trained mechanics. You can rely on Toyota service and maintenance to keep your Toyota vehicle trouble-free wherever you are, wherever you go.

We're quality oriented.



TOYOTA

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TOYOTA

We're quality oriented. TOYOTA MOTOR SALES U.S.A., INC. 305 West 196th Street, Torrance, California 90501

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This lavish lineup's all performance—yet thrifty, too... they're Toyota's newest sensation machines for Americans!

Try one and you'll soon learn a new definition of value.

TOYOTA COROLLA

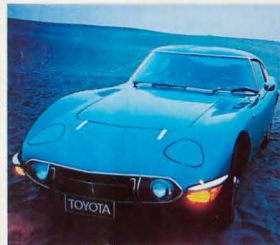
It's the perfect compact, the Toyota Corolla. For the young and the young-minded, there's a Corolla Sedan, Sprinter and Station Wagon to choose from.

SPECIFICATIONS

Engine: 4-cyl. in line OHV, 5 main bearings. Displacement: 177 cu. in. Compression ratio: 9.0:1. Horsepower: 73 @ 6000 rpm. Max. torque: 74.2 ft.-lb. @ 3600 rpm. Carburetor: 2-barrel. Transmission: 4-speed synchromesh. Wheelbase: 90 in. Weight: Sedan & Sprinter, 1637 lbs.; Wagon, 1731 lbs. Performance: Max. speed, 91 mph. Cruising speed, 78 mph.



Toyota Corolla Sprinter



Toyota 2000GT



Toyota Crown Sedan

SPECIFICATIONS

Engine: 4-cyl. in line OHV. Displacement: 113.4 cu. in. Compression ratio: 9.0:1. Horsepower: 108 @ 5500 rpm. Max. torque: 117.0 ft.-lb. @ 3600 rpm. Carburetor: 2-barrel. Transmission: 4-speed synchromesh. Automatic transmission (optional) 3-speed. Wheelbase: 98.8 in. Weight: Sedan, 2290 lbs.; Hardtop, 2290 lbs.; Wagon, 2410 lbs. Performance: Max. speed, 107 mph. Cruising speed, 85 mph.

TOYOTA CORONA

Toyota Corona's really won a place for itself in the hearts of import drivers in the U.S. Put yourself behind the wheel of a Corona Sedan or Hardtop, whichever you prefer.

SPECIFICATIONS

Engine: 4-cyl. in line OHV. Displacement: 115.7 cu. in. Compression ratio: 8.0:1. Horsepower: 90 @ 4600 rpm. Max. torque: 110.7 ft.-lb. @ 2600 rpm. Carburetor: 2-barrel. Transmission: 4-speed synchromesh. Automatic transmission (optional) 3-speed. Wheelbase: 95.3 in. Weight: 2260 lbs. Performance: Max. speed, 90 mph. Cruising speed, 80 mph.



Toyota Crown Custom Station Wagon



Toyota Corolla Sedan



Toyota Corona Mark II Hardtop



Toyota Corona Mark II Sedan



Toyota Corolla Station Wagon



Toyota Corona Sedan



Toyota Corona Hardtop



Toyota Land Cruiser Hard Top



Toyota Land Cruiser Vinyl Top



Toyota Corona Mark II Station Wagon



Toyota Land Cruiser Station Wagon

TOYOTA CROWN

Look at the Toyota Crown's new styling. Front and rear, it's been redesigned for greater elegance, more refinement. Available in Sedan and Station Wagon models.

SPECIFICATIONS

Engine: 6-cyl. in line OHV, 7 main bearings. Displacement: 137.5 cu. in. Compression ratio: 8.3:1. Horsepower: 115 @ 5200 rpm. Max. torque: 127 ft.-lb. @ 3600 rpm. Carburetor: 2-barrel. Transmission: 4-speed synchromesh. Automatic transmission (optional) 3-speed. Wheelbase: 103.5 in. Weight: Sedan, 2900 lbs.; Station Wagon, 3069 lbs. Performance: Max. speed: 100 mph. Cruising speed: 87 mph.

TOYOTA 2000GT

Personal pleasure in the grand touring tradition—Toyota's sleekly styled 2000GT. Everything you've ever dreamed of in a Grand Tourer—Toyota 2000GT!

SPECIFICATIONS

Engine: 6-cyl. in line OHV. Displacement: 123.4 cu. in. Compression ratio: 8.4:1. Horsepower: 130 @ 3800 rpm. Max. torque: 130 ft.-lb. @ 3600 rpm. Carburetor: Three slide draft Solex twin choke carburetors. Transmission: 5-speed synchromesh. Automatic transmission (optional) 3-speed. Wheelbase: 91.7 in. Weight: 2470 lbs. Performance: Max. speed: 137 mph. Cruising speed: 128 mph.



Toyota Hi-Lux

TOYOTA LAND CRUISER

Powerful, rugged, tough—the Toyota Land Cruiser with a superb 155 hp engine. Toyota Land Cruisers come in Hardtop, Vinyl Top, or Station Wagon models.

SPECIFICATIONS

Engine: 6-cyl. in line OHV. Displacement: 236.7 cu. in. Compression ratio: 7.8:1. Horsepower: 155 @ 4000 rpm. Max. torque: 225 ft.-lb. @ 2200 rpm. Carburetor: 2-barrel. Transmission: 3-speed, synchromesh 2nd. & 3rd. Wheelbase: Hardtop, Vinyl Top, 90 in.; Station Wagon, 100 in. Weight: Hardtop, 3420 lbs.; Vinyl Top, 3260 lbs.; Station Wagon, 4130 lbs. Tires: 7.60-15.4PR. Performance: Max. speed: Hardtop, Vinyl Top, 85 mph.; Station Wagon, 90 mph.

TOYOTA HI-LUX

A powerful half-ton pickup that's more than just a workhorse. Try one and you'll want to own one for business as well as for fun.

SPECIFICATIONS

Engine: 4-cyl. in line OHV. Displacement: 113.5 cu. in. Compression ratio: 9.0:1. Horsepower: 108 @ 5500 rpm. Max. torque: 117.0 ft.-lb. @ 3600 rpm. Carburetor: 2-barrel. Transmission: 4-speed synchromesh. Wheelbase: 98.8 in. Weight: 2440 lbs. Performance: Max. speed: 87.5 mph. Cruising speed: 68.5 mph.