

OH
WHAT
A
FEELING
TOYOTA

SELECTED BY
THE U.S. OLYMPIC
COMMITTEE

1980 Cars and Trucks by Toyota.



Decisions, Decisions. We'll help you make the right one.

The purchase of a new car these days involves a lot of decision making. And to help you make your decision easier, we've put together this book to tell you more about the wide choice of Toyota cars and trucks available to you...37 different

models in all. Your nearby Toyota dealer, of course, will be happy to give you additional information, and a test drive.

We're sure you'll decide on Toyota, once you've discovered the quality, dependability and value that make up Toyota Total Economy.



Toyota's built for Total Economy. These days mileage figures can have a big influence on your buying decision. And you're probably already aware of Toyota's fuel-efficient* cars and trucks, including the all-new, ultra-economical* Corolla Tercel. But Toyota's economy goes much deeper than the gas tank. A Toyota is built for "Total Economy." That means it's designed for ease of maintenance with easily-available parts. It carries a sticker price that often includes the features you want without charging you extra. And Toyota dependability means better value that holds up in the long run.

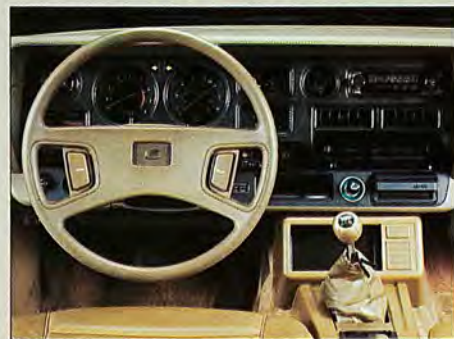
Toyota cars and trucks are built to hold up. As with any quality product, durability comes from superb craftsmanship and engineering. Meticulous detailing and quality materials throughout meet the demands your Toyota will have to stand up to. Through many miles. And many years.

Toyota's good reputation. It takes time to build a reputation. But when a company takes the time to build an exceptional product, word gets around. Enough to make them the best-selling import in the country for the last 4 years...and enough to make the Toyota Corolla the best-selling car model in the world. If you want the story first hand, ask the people who own Toyotas...theirs will be the most convincing words of all.



Toyotas are well-equipped. You'll find a lot of cars light on standard features and weighted down with extra-cost options for an unwieldy price. Not so with Toyotas. They come well-equipped right from the start, with a

sensible Toyota price tag and a lengthy list of standard features** that don't cost extra. That's why Toyota is one of the best values on the road today.



Parts and service are ready if needed. Wherever you drive a Toyota you're never likely to be far from a Toyota dealership. There are over 1,000 helpful, dependable dealers across the country ready, if you need them, with specially trained skilled technicians and quality Toyota replacement parts, and one of the highest customer satisfaction rates in the industry.

We have a Toyota for you. Whether you need a sedan, liftback, wagon, truck or 4-wheel drive vehicle, there's a Total Economy Toyota built for you.

Corolla. Newly designed and engineered—including the all-new front wheel drive Corolla Tercel—with sleek, slipstream styling. Yet Corolla remains the lowest-priced, highest mileage* rated Toyota.

Celica Supra. The perfect combination of a high-performance road machine with the sumptuous comforts and pleasures of a luxury automobile.

Celica. An exceptional, precise blend of sleek design, driving excitement and personal luxury. Toyota's idea of what an affordable sporty car should be.

Corona. Comfort, convenience and roominess to fit a family budget...and keep a family going first-class.

Cressida. European luxury and elegant styling, plus traditional Toyota value.

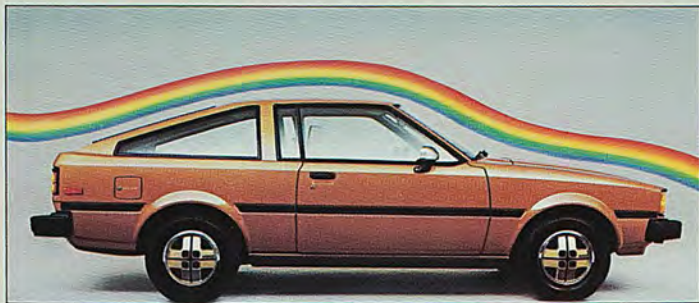
Truck. Tough, fun-loving haulers that deliver smooth, car-like comfort. Includes half-tons, a 3/4 ton, 4-wheel drive, and cab/chassis models.

Land Cruiser. For 4-wheeling enthusiasts, it's one of the toughest off-road vehicles ever built.

*See EPA mileage statement on inside back cover.

**See specifications and equipment statement on inside back cover.

Corolla. Totally new, total economy right down the line.



This is the era of Corolla. New from the inside out—and with the introduction of the all-new front wheel drive Corolla Tercel—Corolla is out to lengthen its lead as the best-selling car on earth.

For 1980 Corolla remains the practical value it's always been. But now every Total Economy Corolla is wrapped in one of the most keenly engineered, most highly styled packages on the road today. And they're the most exciting Corollas ever.

Computer designed suspension helps add another important ingredient for happy motoring: one of the smoothest rides of any car in its class.

From the sporty and stylish Liftbacks and sleek Sport Coupes to the ultra-economical* 2-door Sedans, Corolla is built for practicality as well as pleasure.

For example, advanced aerodynamic styling isn't just for show, it's for go—to reduce drag and help increase fuel economy.* And, of course, Corolla's long list of standard features is longer than ever: peppier



1.8 liter 4-cylinder engine with great gas mileage.* Power-assisted front disc and rear drum brakes for fade-resisting stopping. Fully transistorized ignition system for surer starting and less maintenance. MacPherson strut front suspension for more positive road handling.

Handsome instrument panel with indirect lighting makes for quick at-a-glance monitoring of Corolla's vital functions. Convenient steering column-mounted controls for headlights, high and low beams, lane change signals, and the windshield wiper and washer.

A solid unitized body to help eliminate rattles. Rust-proofing even in places you won't see to keep Corolla well protected. Extra sound-proofing for remarkable interior quiet.

*See EPA mileage statement on inside back cover.



Shown with various optional equipment. See your Toyota dealer for details.



Corolla SR-5 Liftback



Corolla Tercel SR-5 Liftback

Corolla

All Corollas come complete with features even some more expensive cars neglect. For example: a seat track with memory that allows the front passenger seat to come forward for rear seat loading, then return to the pre-set position.

Fully-reclining front bucket seats newly designed to keep you rested even after hours on the road.

Corolla SR-5 Liftback



Corolla SR-5 Sport Coupe



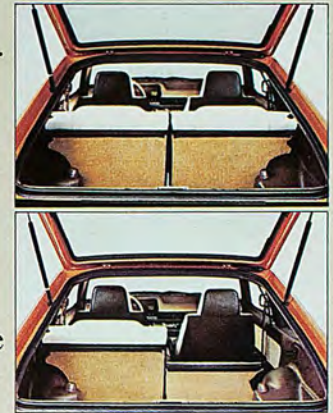
Corolla 4-Door Deluxe Sedan



There's more...lots more...that comes standard. And even some very comfortable options on many models. Like air conditioning. Power steering. 3-speed automatic transmission. And an exciting sun/moon roof on the Liftbacks.

Both the SR-5 and Deluxe Liftbacks and Sport Coupes feature an easy-loading rear hatch. What's more, fold down the split rear seats one at a time or together, and you open up all kinds of opportunities for packing in all kinds of fun.

Whichever Corolla you choose, you'll find it's built with the same care and quality as every other Toyota...for more overall economy in the long run. And a dependable car you can count on, day in and day out, year in and year out.



Shown with various optional equipment. See your Toyota dealer for details.



Corolla 5-Door Deluxe Wagon

Corolla 2-Door Sedan



All-new Corolla Tercel. Front wheel drive at its roomy, economical best.

Mission 1980: The creation of a highly economical car with maximum interior space and minimum exterior dimensions. Mission accomplished: The incredible new, spacious and comfortable Corolla Tercel... with excellent mileage*,

and the pull-through power and traction of front wheel drive. And no other front wheel drive car of *any* size has more front leg room than the new Corolla Tercel.

The innovative, ingenious fore and aft engine design has also resulted in one of the few front wheel drive cars that positions the driver straight ahead—rather than offset—for more comfortable driving.

A “blank slate” approach allowed engineers to apply every known principle of advanced design in the development of the new Corolla Tercel. Its front wheel drive means excellent traction in mud or snow,

*See EPA mileage statement on inside back cover.



Shown with various optional equipment. See your Toyota dealer for details.



outstanding agility and elimination of the drive shaft tunnel in the passenger compartment. There's no wheel well intrusion into the rear seat, leaving almost as much hiproom in the back seat as in the front. Plus, Corolla Tercel's chassis and suspension design delivers one of the smoothest rides of any small car. Rack and pinion steering provides nimble, responsive handling and helps you in and out of tight places.

And, of course, with every Corolla Tercel—SR-5 Liftback or Deluxe Liftback, 2-Door Deluxe Sedan or 2-Door Sedan—comes a giant-size list of no-extra-cost standard features.

For starters... a front wheel drive 1.5 liter, 4-cylinder single overhead cam engine, 5-speed overdrive manual transmission†, fully transistorized ignition system, power-assisted front disc and rear drum brakes, steel-belted radial tires, styled steel wheels, MacPherson strut front suspension, unitized body construction, locking fuel door, and passenger walk-in device.**

Never before has a car offered so much for so little.

†4-speed standard on Corolla Tercel 2-Door Sedan.

**Not available on all models.



Corolla Tercel SR-5 Liftback



Corolla Tercel 2-Door Deluxe Sedan



Celica Supra. The trendsetting personal luxury automobile.

Celica Supra. The ultimate Toyota. The perfect combination of a high-performance road machine with the sumptuous comforts and pleasures of a luxury automobile. Skillfully crafted with state-of-the-art design and engineering excellence, Supra is an automotive masterpiece. And with just about everything you've ever wanted in a car standard, not tacked on.

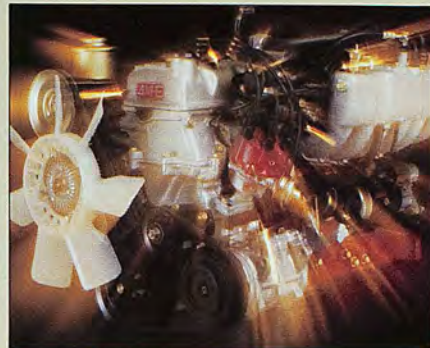
Comfort and convenience abound in its opulent, quiet interior. A softly padded dash with full instrumentation, including electric tachometer. State-of-the-art 4-speaker solid-state AM/FM/MPX stereo radio. Power-assisted Flo-thru ventilation system.



Air conditioning. Quartz-accurate digital clock. Deep pile wall-to-wall carpeting and plush, comfortable, richly upholstered seats. Convenient power steering and six-position tilt wheel for added comfort. Reclining front bucket seats. Convenient ventilation controls for rear seat passengers.

Under the hood, Supra's powerfully-efficient 2.6 liter 6-cylinder engine provides effortless response on city streets and on the highway. Fuel is carefully

metered to the quiet engine with Supra's advanced electronic fuel injection system. And the 110 horsepower turned out by Supra's high-performance engine is harnessed by a close ratio 5-speed manual transmission with smooth, lightning-fast action. Or choose the optional 4-speed automatic overdrive transmission. Its overdrive gear automatically engages at speeds over 35 miles per hour for hushed, economical* driving. Both transmissions are available with a Cruise Control system** that further reduces driver fatigue at steady driving speeds.



Outside, the 1980 Celica Supra is an enthusiast's automobile. Steel-belted radial tires are standard. Along with computer tuned suspension. MacPherson struts and stabilizer bar up front, with coil springs, track rod and stabilizer bar at rear. Plus power-assisted ten-inch disc brakes on all four wheels for fade-resisting stopping. And quartz halogen hi-beam headlights for greater nighttime visibility.

The 1980 Celica Supra. It's an automotive milestone that defies comparison with any car on the road today.

*See EPA mileage statement on inside back cover.

**Available with optional Convenience Package. Shown with various optional equipment. See your Toyota dealer for details.

Celica Supra



Celica. The pleasurable sporty cars.

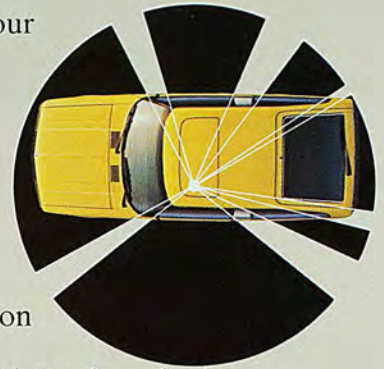
The 1980 Celica. Toyota's unique expression of what an affordable sporty car should be. A precise blend of sleek design, driving excitement and personal luxury. Celica offers three beautiful examples of traditional Toyota quality and attention to detail.

The GT Liftback. An aerodynamic work of art, with the styling of a sports car and the conveniences and comforts of a personal luxury car. Plus a wide-opening rear hatch for easy loading and unloading.

The GT Sport Coupe. The styling and sporty looks of an expensive European sports sedan but with a spacious trunk and traditional Toyota value.

The ST Sport Coupe. Advanced styling, engineering, performance and handling, yet it's the lowest-priced Celica you can buy.

But no matter what your choice, each Celica is packed with loads of no-extra-cost standard features included in the base sticker price. Features like a peppy 2.2 liter SOHC engine, 5-speed overdrive transmission*, MacPherson strut front suspension, power-assisted front disc/rear drum brakes, steel-belted radials, AM/FM/MPX stereo radio*, full instrument panel, and more. Celica. We believe that you will find it a truly unique experience.



*Not standard on all models.
Shown with various optional equipment. See your Toyota dealer for details.



Celica GT Liftback



Celica GT Sport Coupe

Celica ST Sport Coupe



Celica GT Liftback



Celica GT and ST Sport Coupe

Corona. Economy and comfort, family-style.

For budget-minded families who like to go first class, we present... the 1980 Coronas. With distinctive European styling and luxury that belies Corona's thrifty* nature.

Your choice of Coronas begins with the 5-Door Luxury Edition Liftback... top-of-the-line, sporty and designed with versatility for loading up on family fun. If you prefer a separate trunk, the Corona 4-Door Sedan offers Deluxe and Luxury Edition models. And, of course, Deluxe and Luxury Edition 5-Door Wagons for families who need extra cargo space.

Best of all for the family economy, Corona is equipped with a lengthy list of standard features that don't cost extra. Like a 2.2 liter 4-cylinder overhead cam engine, 5-speed overdrive transmission on almost all models (optional 3-speed automatic also available),

*See EPA mileage statement on inside back cover.



MacPherson strut front suspension. And an instrument panel as complete as any you could ask for, to keep you in complete touch with Corona's performance. There's plenty more that comes standard on Corona because that's the way we know you like your family transportation... complete, luxurious, and sized to fit the family budget.

Shown with various optional equipment. See your Toyota dealer for details.



Corona 5-Door Luxury Edition Liftback

Corona 4-Door Luxury Edition Sedan

Corona 4-Door Deluxe Sedan



Corona 5-Door Luxury Edition Wagon



Cressida. Superb craftsmanship and timeless elegance.

Cressida is one of Toyota's most luxurious, completely equipped automobiles. For 1980, Cressida combines elegance, comfort and convenience in a truly spacious classic sedan and wagon. This unique combination puts Cressida in a class with European luxury sedans and wagons, but at a much lower cost.

This is, in every sense, the executive Toyota... where meticulous craftsmanship, superb engineering and endless comforts come together in one of the most complete Toyotas ever built. You'll find little that is lacking in this year's Cressida 4-Door Luxury Sedan or 5-Door Deluxe Wagon. Both boast a 2.6 liter, 6-cylinder electronically fuel injected engine that delivers both performance and fuel economy.* And that's just the beginning of Cressida's long list of luxury features that are built in, not tacked on.

The list continues with a 4-speed automatic overdrive transmission with Cruise Control that helps improve fuel economy* and reduce engine wear. Power steering. Power-assisted front disc brakes. Air conditioning. Tilt steering wheel. State-of-the-art AM/FM/MPX 3-speaker stereo radio. And far, far more.

Virtually every driving luxury you could ask for is standard.

But Cressida's appeal extends beyond its quality and comfort, for it also features an appealing price in the world of luxury driving.

*See EPA mileage statement on inside back cover.



Cressida 4-Door Luxury Sedan



Cressida 5-Door Deluxe Wagon



Trucks. Spirited and sporty, stylish and sensible.

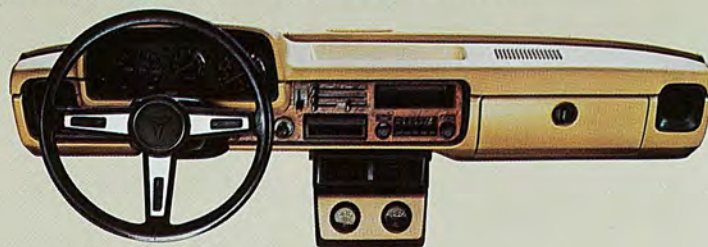
For work or play—or both—there's an exciting 1980 Toyota truck engineered to meet your needs... and priced to fit your budget. All rugged Toyota trucks are tough and powerful to handle a hefty payload. Yet have the smooth ride, convenience, styling and driveability of a car. And Toyota has one of the widest selections of small trucks available today.

Half-tons, including top-of-the-line, sporty-styled SR-5s with economical* 5-speed overdrive transmission, and Standard and Deluxe models.

A heavy-duty, three-quarter ton with a 7-foot cargo bed to handle payloads up to 1,950 pounds (including occupants, cargo and equipment).

Four-wheel drive trucks with toughness you want for fun, extra traction you need off the pavement, and flared fender styling you like anytime.

*See EPA mileage statement on inside back cover.



And Cab/Chassis, engineered to carry custom, commercial or camper-type bodies.

Each Toyota truck comes standard equipped with a long list of no-extra-cost features. Including a rugged 2.2 liter 4-cylinder SOHC engine, power-assisted front disc/rear drum brakes, 6-foot and 7-foot beds,** and much more. All more reasons to own a Toyota truck.

**Not available with Cab/Chassis. Shown with various optional equipment. See your Toyota dealer for details.



SR-5
Long Bed Sport Truck

Shown with custom camper shell modification. Similar shells available at many Toyota dealers.

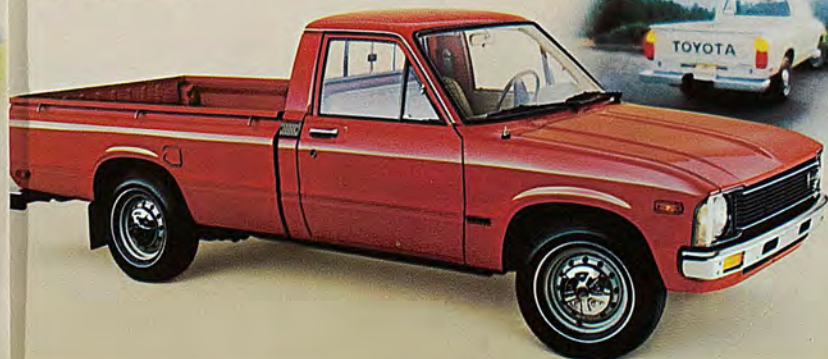


4-Wheel Drive Sport Truck

SR-5 Sport Truck



Long Bed Deluxe Truck



Land Cruiser. Built tough to get you there... and back.

Out where there are no roads, there's a world of exploring to be done. And that kind of challenge calls for nothing less than the 1980 Toyota Land Cruiser. It's a rugged, dependable 4-wheel drive vehicle designed to go nearly anywhere...on the road or off.

This tough Toyota four-wheeler is designed for people or cargo or both. For people riding in back, there's a convenient back door, and rear step for easy entry and exit. The two rear seats fold down for people, or large cargo area to stow your gear.

Best of all, Land Cruiser is well prepared for off-roading with a long list of no-extra-cost standard features. A tough 4.2 liter, 6-cylinder OHV engine; reliable 4-speed, all-synchromesh transmission; 2-speed transfer case; steel skid plates; built-in roll bar; steering stabilizer; fade-resisting, power-assisted front disc/rear drum brakes; and lots more.

The result of 30 years of Toyota engineering and testing, Land Cruiser is one of the toughest and best equipped 4-wheel drives around today.

Shown with various optional equipment. See your Toyota dealer for details.



Long Bed Truck

4-Wheel Drive Standard Bed Sport Truck



4-Wheel Drive Standard Bed Deluxe Truck



3/4 Ton Truck

Camper Cab/Chassis



Cargo pictured is for demonstration purposes only. See your Toyota dealer for actual payload capacities.

Land Cruiser Hardtop



Quality.

Look closely at our Toyotas.
We do!

Now, more than ever, you need a car or truck that's built for Total Economy from the first mile. And that's the way we build Toyotas. Because no matter what enticements a vehicle might offer, if it's not quality-built and soundly engineered, it's no bargain.

At Toyota, we give quality and engineering our top priority, while we keep a firm hold on cost. Toyota goes all out to create the most care-free car on the road. Because we consider dependability one of the most important qualities a Toyota can have. We know that you want a vehicle you can count on to keep its value in the long run.

That's why quality is a tradition of careful craftsmanship, an essential part of each of our vehicles. Each Toyota car or truck is built with one goal foremost in Toyota employees' minds. High quality. And it's more than just a goal. It's a matter of personal pride. That's why any production worker can—and will—stop an assembly line when he or she detects something not up to Toyota's tough standards.

And every Toyota gets the white glove treatment, too.

Production workers wear white gloves to keep everything they touch spotless and scratch-free.

This personal care

is most important in building reliable, dependable and durable cars and trucks.

We're more than just a little concerned about your purchase of a new car. And its performance, comfort, styling and safety. This helps us make Toyotas the perfect combination of keen-eyed engineering, proven features, pleasing and functional styling, and established Toyota dependability. The result? A car or truck designed inside and out for the fewest possible hassles. So when you add up Toyota's price, features, operating economy and resale value, you get Toyota Total Economy...and a vehicle that may well be the best value on the road today.



Your dealer.

The helpful, well equipped expert
you get with every Toyota.

Every Toyota car or truck comes well equipped with lots of standard no-extra-cost features. Plus the Toyota dealer who goes with it. He's well prepared to answer questions you might have about buying or leasing a new Toyota. He'll help you decide on the model and equipment that suits you best...and fits your budget. And he'll treat you fairly and do his best to see that his Toyota dealership keeps you satisfied.

Every car or truck—even a Toyota—needs a little tender-loving care in the form of regular servicing. And almost everywhere you live or travel, there's a Toyota service department nearby. More than 1,000 dealers from coast to coast are ready to listen...and to help with dependable, efficient, quality service. And your Toyota will be tended to by some of the best service technicians around...many specially certified by the National Institute for Automotive Service Excellence (NIASE). They're your assurance that your Toyota is getting the best possible care.

Availability of quality parts is one of the things your Toyota dealer is proudest of. His Parts Department is stocked with most anything your Toyota car or truck might need. But if for some reason he doesn't have a particular part, he'll get it fast...from one of our many regional parts centers across the country.

But when it comes time to buy a new Toyota car or truck, you may have a tough time deciding on the Toyota for you. Your dealer offers 37 different models, plus a wide selection of colors and options.

Quality vehicles.

Quality service.

Quality parts.

Quality dealer.

That's tradition at Toyota.



*EPA STATEMENT: EPA mileage figures not available at time of printing. Consult your Toyota dealer.

**Remember: Compare this estimate to the EPA "Estimated MPG" of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length.

**Specifications and equipment are based on the available information at time of printing and are subject to change without notice. Some vehicles are pictured with optional equipment. For information on additional options and accessories, contact your Toyota dealer.

Some cover vehicles shown with optional equipment. See your Toyota dealer for details.

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