

1980 Trucks by Toyota.



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A
FEELING

TOYOTA

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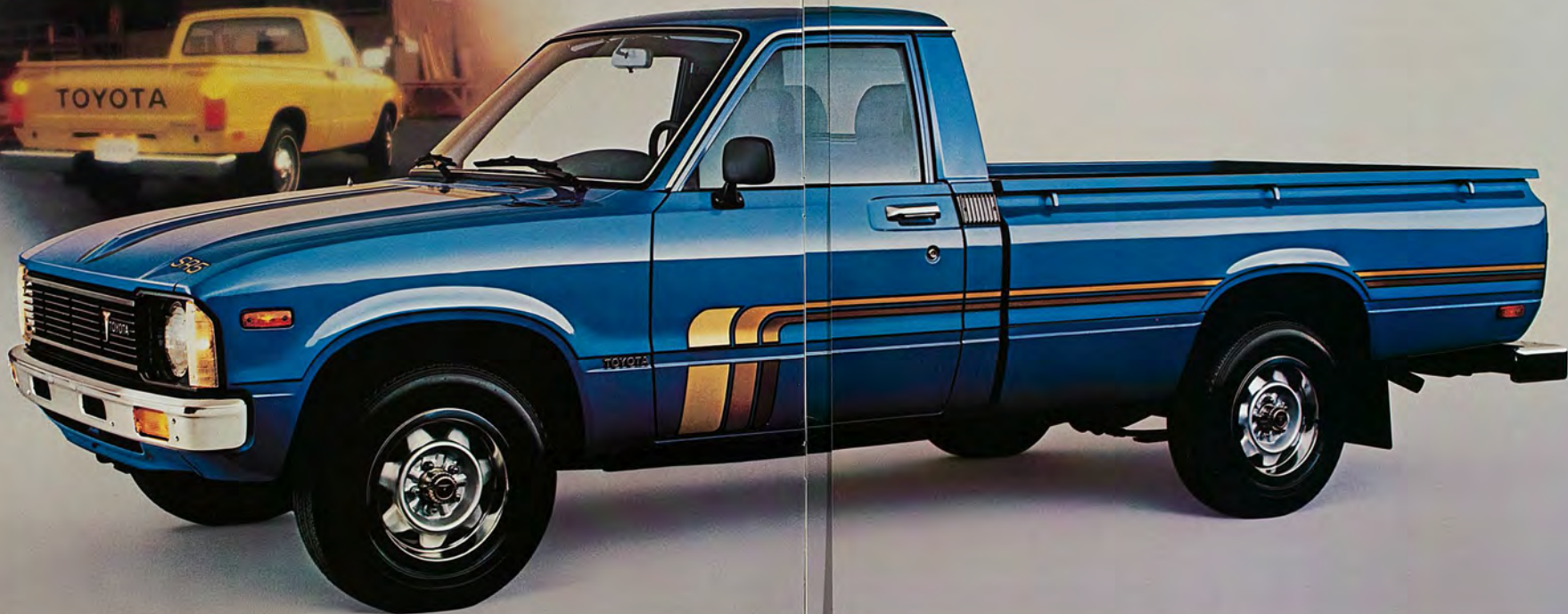


The Toyota Standard Bed Deluxe.
The Toyota SR-5 Long Bed Sport Truck.

All the things you like in a truck for fun, all the things you need in a truck for work, you'll find in the exciting new line of 1980 Toyota trucks. Here are car-like comforts and conveniences,

sporty styling, and rugged, tough construction for Total Economy operation. Here, too, is one of the widest selections of small trucks available today—a broad choice of tough 1/2 ton and 3/4 ton pickups,

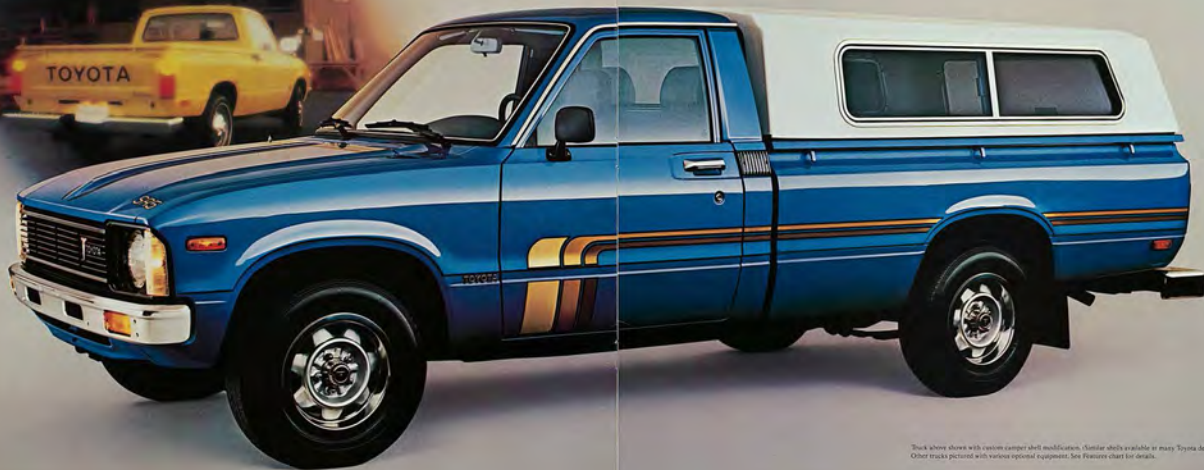
conventional 2-wheel drive and 4-Wheel Drive trucks for off-roading, plus versatile special-purpose vehicles—more reasons than ever to make this your year to step up to a Toyota truck.



The Toyota Standard Bed Deluxe.
The Toyota SR-5 Long Bed Sport Truck.

Toyota trucks that work hard and play hard.

The Toyota Heavy Duty 3/4 Ton Pickup.
The Toyota 4-Wheel Drive Sport Truck.



Truck shown with custom camper shell modification. (Similar shells available at many Toyota dealers.)
Other trucks pictured with various optional equipment. See Features chart for details.

Toyota SR-5 Sport Trucks. Tough enough to work, comfortable enough for play.

The 1980 SR-5 Sport Truck. We call it a truck. But you'll call it the most versatile sporty car you ever owned.

It's built Toyota tough for mile-after-mile-after-mile of heavy hauling. Recreation gear, household goods, building materials, garden supplies—you name it, you can carry it in the 6-foot cargo area, or in the extra-roomy 7-foot load space of the Long Bed (at right). Now, that's a *truck*.

But look again. See that special striping? The flared fenders? And the sporty wheels? Now, that's *style*.

Underneath are front torsion bars and the SR-5's Soft Ride rear suspension (below) for



car-like handling and riding comfort, plus power-assisted brakes with fade-resisting discs (left) up front, husky drums at the rear, and road-hugging, steel-belted radial tires all around.

You'll ease your way through town or country with a smooth-shifting 5-speed overdrive manual transmission, coupled with a responsive, 2.2 liter, 4-cylinder single overhead cam engine.

That's a lot of truck, but there's a lot more to it. Read on, and see what else Toyota has done

to make the toughest small truck you ever owned the sportiest car you ever drove.



Toyota SR-5 Sport Truck. The inside story on style.



Shown with optional air conditioning.

Sports car interior? Look again. This is the high-style, simulated woodgrained cockpit of the 1980 Toyota SR-5 Sport Truck.

To put you in comfortable touch with the road, there's a soft-rimmed sport steering wheel and padded 5-speed shift knob.

Plus niceties like the cigarette lighter, ashtray, and spacious glove box. To keep you in touch with that responsive 2.2 liter SOHC powerplant, there's a tachometer, redlined at 5,500 RPM, plus oil pressure and ammeter gauges mounted in

their own center console.

Other refreshing touches: Toyota's efficient power-boosted Flo-thru fresh air ventilation for airflow with the windows up; AM/FM/MPX solid-state stereo

radio; and tinted glass all around. All standard. Of course, air conditioning is available for all-year, all-climate comfort.

Add to this the SR-5's handsome interior with hi-back bucket seats,

wall-to-wall carpeting and vinyl door panel trim with driver's-side map pocket and you'll find it hard to believe you're in a tough Toyota truck, and not behind the wheel of a stylish, sporty car.



Toyota Deluxe Trucks. Tough on the job, easy on the budget.

The Toyota Deluxe Trucks give you what you want in a truck at a price that fits your budget.

You get all the things that make Toyota half-ton trucks big favorites on the job. A choice of 6-foot or 7-foot cargo bed lengths, 1,400 lb. payload capacity (including occupants, cargo and equipment). Handy cargo tie-down hooks. Sturdy tailgate.

Transistorized ignition (left) for faster starts and fewer tuneups.

Power-assisted

front disc brakes for smooth, easy stopping power, and high-torque performance from a husky 2.2 liter engine.

Inside, you'll find a long list of features you'll like on the job, as well as when you're out on the town. Durable, good-looking materials. A seat back that folds forward to reveal added storage space. There's even an inside hood release for added security. All standard. For the

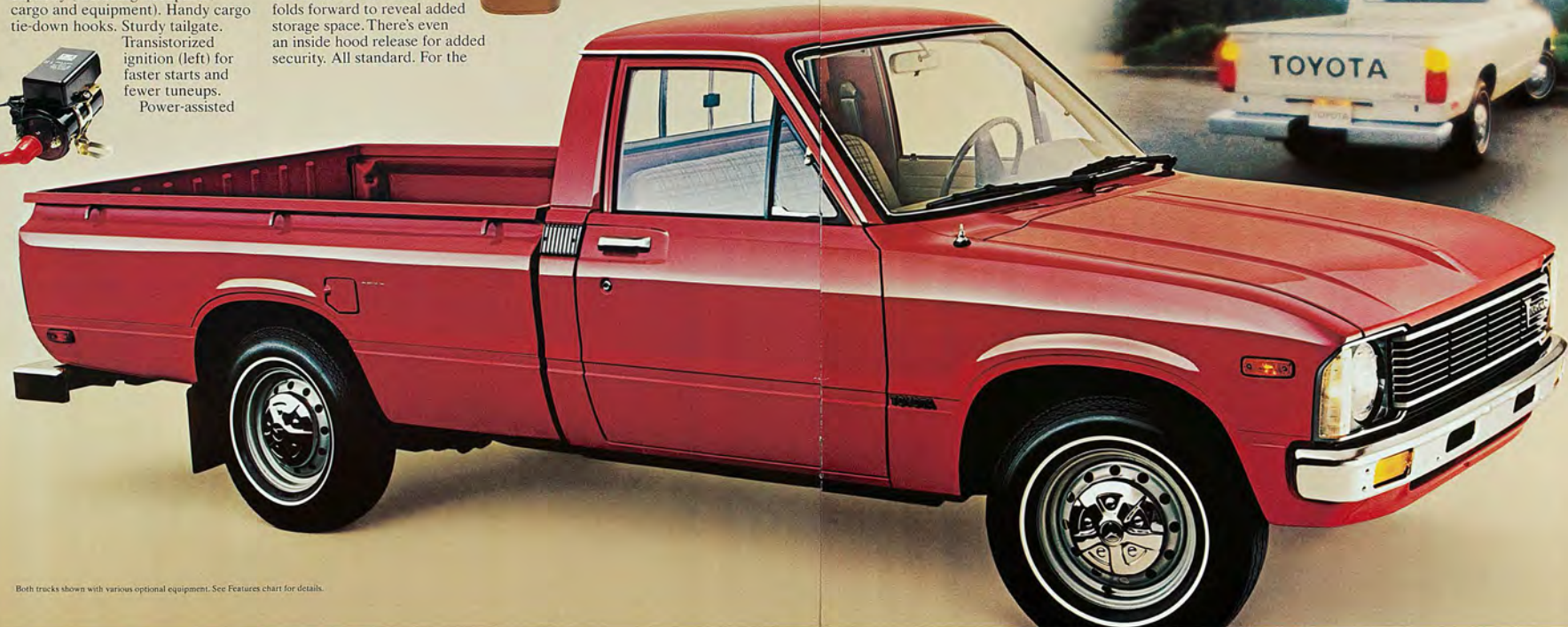


Long Bed Deluxe (below), you can order an optional smooth shifting 3-speed automatic transmission.

Of course, you can tailor your Deluxe Truck to satisfy your every whim with options like air conditioning, or a window

package that includes side vent windows and sliding rear window.

Toyota Deluxe Trucks: Tough, stylish, practical, comfortable, and above all, affordable. Truck value never felt—or looked—so good.



Toyota Long Bed and Standard Bed Trucks. Rugged basics for a half ton of work or a half ton of fun.

Toyota's Long Bed (below) and Standard Bed Trucks for 1980 have what it takes to be your first truck, your next truck or your second car.

First-time truck buyers and seasoned truck users alike can see the value in having a big, 1,400 lb. payload capacity (including occupants, cargo and equipment), tilt-forward seatbacks for access to extra storage space; the hauling power

of a 2.2 liter engine; and a quality Toyota finish inside and out.

From sturdy front bumper to easy-up, easy-down tailgate, these trucks are loaded with standard features you might have to pay extra for—or not find at all—in other half-ton trucks. Things like torsion bar front suspension for easy handling and superb roadability; power-assisted brakes with fade-fighting discs up front; a fully transistorized ignition for fewer, simpler tuneups;



power-boosted Flo-thru ventilation system (left) with new higher-output heater for year-round driving comfort; better-than-ever protection against corrosion; plus many of the same features found on Toyota SR-5 and Deluxe models.



Both trucks shown with various optional equipment.
See Features chart for details.

Toyota 4-Wheel Drive Sport Trucks. City slick and backwoods tough.

4-Wheel Drive Sport Trucks for 1980 have the toughness you want when it's time for work, and the extra traction you need when you leave the concrete behind.

They also have the flared-fender styling you like for a night on the town.

When the snows come, when the road ends and the boonies begin, you have something special going for you: the ground clearance needed to get up and over obstacles; the high-torque performance of a

2.2 liter single overhead cam engine because both Toyota 4WD Sport Trucks—the 6-foot bed model (below) and the Long Bed with its 7-foot long cargo area—are tricked-out with special stripes and eye-catching wheel covers. You can even equip your Sport Truck with options like power steering (left) and air conditioning (far left). Inside, their car-like interiors



There's no need to leave the good life behind when you head for the rough country,

feature a state-of-the-art AM/FM/MPX stereo radio and sporty center gauge console.



Toyota 4-Wheel Drive Deluxe Trucks. The tougher the going, the greater they look.

The 4WD Deluxe Trucks make 4-wheel driving a surprisingly affordable pleasure. These brush-beating descendants of the renowned Toyota Land Cruiser have the good looks and the no-extra-cost features you want in a go-anywhere personal fun truck, or in a tough, all-weather half-ton work truck.

Like all Toyota 4WD Trucks, the Long Bed and Standard Bed (right) Deluxe Trucks are complete with forged-steel front tow hook, H78 x 15 mud & snow tires for on or off-road travel, a rugged 2-speed transfer case and steel protection plates (left), and a lot more.



The 1980 4WD Deluxe Trucks also have power-assisted front disc

brakes for fade-resisting stopping power, friction-fighting free-wheeling front wheel hubs, and a double Cardan-type front U-joint system that reduces driveline noise and vibration.

If you're ready for 4-wheel driving, the Deluxe Trucks are well-equipped to meet your toughest driving demands.



Toyota Heavy-Duty 3/4 Ton Long Bed Truck. It works hard so you don't have to.

The 3/4 Ton Long Bed Truck is all the things you like about a small truck, and all the things you like in a truck built for heavy duty hauling.

Toyota built this truck to let you take on bigger jobs without having to buy more truck than you really need. We built it strong, with heavy-duty rear springs and heavy-duty

rear axle components engineered to handle payloads of up to 1,950 pounds (including occupants, cargo and equipment).

There's a 7-foot long cargo bed with a heavy-gauge steel floor designed to hold up under those heavier, longer loads you'll carry.

The 3/4 Ton Truck gives you these popular features of other Toyota trucks: the spirited

performance of a 2.2 liter SOHC engine, torsion bar front suspension and car-like interior appointments. A glance at the chart in the back of this book will show you that it also offers a long list of standard features and available options.

Now you don't have to give up carrying capacity to get Toyota Total Economy, because now there's Toyota's new 3/4 Ton Truck for 1980.



Shown with various optional equipment. See Features chart for details. (Cargo pictured for demonstration purposes only. Check specifications chart for actual payload capacities.)

Toyota Commercial & Camper Cab/Chassis. For a business on the go, or a home on the road.

The 1980 Commercial Cab/Chassis is a fully-equipped, ready-to-roll Toyota chassis just waiting for your truck body: utility truck, custom delivery truck, flat-bed or stake-bed truck, catering truck or other special-purpose body.

The Camper Cab/Chassis is also a tough Toyota truck chassis, complete with powertrain and running gear, and a cab featuring

a Deluxe, car-like interior. It's specially designed to accept your choice of camper-type or motor home body.



Both chassis units deliver power-packed performance and smooth cruising from a 2.2 liter SOHC engine coupled to

an all-synchro 4-speed transmission for Toyota Total Economy performance.

Both have heavy-duty suspension (left)

and rear axle components

in keeping with their 4,650 lb. GVW rating.

They also have power-assisted brakes with discs at the front for fade-resisting braking. At the rear, there's a brake pressure proportioning valve that senses the load weight and automatically applies correct braking forces to help

reduce rear-wheel lockup. And the ignition system is fully transistorized for reliable starting and reduced maintenance.

Inside and out, you'll find all the qualities and tough truck features that make Toyotas favorites everywhere — on the job or on vacation.



Cab/Chassis units above shown with typical custom body modifications. Similar bodies may be available through many Toyota dealers.

Truck Features

	SR-5 Long Bed Sport Truck	SR-5 Sport Truck	Long Bed Deluxe	Standard Bed Deluxe	Long Bed	Standard Bed	4WD Long Bed Sport Truck	4WD Sport Truck	4WD Long Bed Deluxe Truck	4WD Standard Bed Deluxe Truck	3/4 Ton	Commer. Cab/ Chassis	Camper Cab/ Chassis
S-Standard O-Optional —Not Available	S	S	S	S	S	S	S	S	S	S	S	S	S
2.2 liter 4-cylinder SOHC engine	S	S	S	S	S	S	S	S	S	S	S	S	S
5-speed overdrive transmission	S	S	S	S	S	S	S	S	S	S	S	S	S
4-speed synchromesh manual transmission	—	—	—	—	S	S	S	S	S	S	S	S	S
3-speed automatic transmission	—	—	O	—	—	—	—	—	—	—	—	—	—
2-speed transfer case	—	—	—	—	—	—	S	S	S	S	—	—	—
7-foot bed	S	—	S	—	S	—	S	—	S	—	S	—	—
6-foot bed	—	S	—	S	—	S	—	S	—	S	—	—	—
Torsion bar front suspension	S	S	S	S	S	S	S	—	—	S	S	S	S
Double-Cardan U-joint front drive shaft	—	—	—	—	—	—	S	S	S	S	—	—	—
Soft Ride rear suspension	S	S	—	—	—	—	—	—	—	—	—	—	—
Fully transistorized ignition	S	S	S	S	S	S	S	S	S	S	S	S	S
Power-assisted front disc/rear drum brakes	S	S	S	S	S	S	S*	S*	S*	S*	S*	S*	S*
Free-wheeling front hubs	—	—	—	—	—	—	S	S	S	S	—	—	—
Steel-belted radial ply tires	S	S	—	—	—	—	—	—	—	—	—	—	—
H78 x 15 mud and snow tires	—	—	—	—	—	—	S	S	S	S	—	—	—
White sidewall tires	—	—	S	S	—	—	—	—	—	—	—	—	S
Styled steel wheels with trim rings	S	S	—	—	—	—	—	—	—	—	—	—	—
Chrome hub caps	—	—	S	S	—	—	S	S	S	S	—	—	S
Mud guards	S	S	S	S	S	S	S**	S**	S**	S**	S	S	S
Tilt steering wheel	—	—	—	—	—	—	O	O	—	—	—	—	—
Power steering	—	—	—	—	—	—	O	O	O	O	—	—	—
Zinc-coated muffler	S	S	S	S	S	S	S	S	S	S	S	S	S
Transfer case and fuel tank protectors	—	—	—	—	—	—	S	S	S	S	—	—	—
Radiator with reserve tank	S	S	S	S	S	S	S	S	S	S	S	S	S
Air conditioning	O	O	O	O	O	O	O	O	O	O	O	O	O
Cargo tie-down hooks	S	S	S	S	S	S	S	S	S	S	S	—	—
Front tow hook	—	—	—	—	—	—	S	S	S	S	—	—	—
Chrome front bumper	S	S	S	S	—	—	—	—	—	—	—	—	S
Intermittent wipers	S	S	—	—	—	—	S	S	—	—	—	—	—
Simulated woodgrain dash panel	S	S	—	—	—	—	S	S	—	—	—	—	—
Padded instrument panel	S	S	S	S	S	S	S	S	S	S	S	S	S
Tachometer	S	S	—	—	—	—	S	S	—	—	—	—	—
Tripmeter	S	S	—	—	—	—	S	S	—	—	—	—	—
Body side and hood tape striping	S	S	—	—	—	—	S	S	—	—	—	—	—
Tinted glass	S	S	—	—	—	—	S	S	—	—	—	—	—
Window package (vent windows and sliding rear window)	O	O	O	O	—	—	O	O	O	O	O	—	—
Ht-back bucket seats	S	S	—	—	—	—	—	—	—	—	—	—	S
Bench seat	—	—	S	S	S	S	S	S	S	S	S	S	—
Tilt-forward seat back	—	—	S	S	S	S	S	S	S	S	S	S	—
Vinyl interior**	S†	S†	S	S	S	S	S†	S†	S	S	S	S	S
Wall-to-wall carpeting	S	S	—	—	—	—	S	S	—	—	—	—	—
Center console gauges	S	S	—	—	—	—	S	S	—	—	—	—	—
Full console w/storage tray	S	S	—	—	—	—	—	—	—	—	—	—	—
AM-FM/MPX stereo radio	S	S	—	—	—	—	S	S	—	—	—	—	—
AM-FM radio	—	—	O	O	O	O	—	—	O	O	O	O	O
Power boosted Flo-thru ventilation	S	S	S	S	S	S	S	S	S	S	S	S	S
Cigarette lighter	S	S	S	S	—	—	S	S	S	S	—	—	S
Inside hood release	S	S	S	S	S	S	S	S	S	S	S	S	S

*With rear brake load-sensing proportioning valve. **Front and rear. ***Standard—Perforated vinyl; Deluxe—Printed vinyl †Knit Cloth/Vinyl

DIMENSIONS: Standard Bed/Standard Bed Deluxe and SR-5 Sport Truck

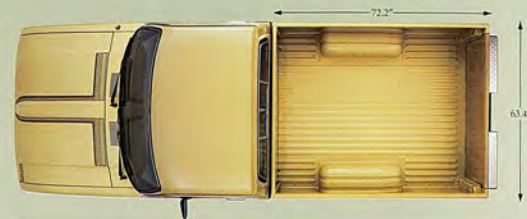


53.0"



53.1"

58.9"
SR-5, SR-5.1*



72.2"



101.8"

DIMENSIONS: Long Bed/Long Bed Deluxe and SR-5 Long Bed Sport Truck



53.0"



53.1"

58.9"
SR-5, SR-5.1*



87.4"



110.2"

Standard Features

You've got a lot going for you with a 1980 Toyota truck. You've got a rugged, 2.2 liter single overhead cam engine with free-breathing "cross-flow" design for efficient, powerful performance.

You've got a smooth-shifting, sporty 4-speed synchromesh transmission or, depending on the model you choose, a 5-speed overdrive that lets you cruise at lower engine RPMs. The 4WD Toyota trucks combine a 4-speed shifter with a Land Cruiser-inspired 2-speed transfer gearbox.

All Toyota trucks give you power-assisted brakes, with fade-fighting front disc brakes (below). Two-wheel-drive trucks use Toyota's road-smoothing torsion bar front suspension (below), with leaf springs at rear. Additionally, SR-5 trucks feature Toyota's "Soft Ride" rear suspension. Heavy-duty rear axle (bottom) and springs handle the added capacity you get with Toyota 3/4 Ton trucks and Cab/Chassis units.

But giving you extra-value major components is only part of the story of the 1980 Toyota truck lineup. You'll also find standard features like power-assisted Flo-thru ventilation, durable, great looking interiors, a door-operated courtesy light, and inside hood release, and more. Check the chart at left: you'll find feature-after-feature, standard at no

extra cost. And they all add up to pleasurable driving and proud ownership of a Toyota that's just right for you.



Options

Toyota trucks are factory-equipped with a long list of standard, no-extra-cost features for your comfort and convenience. But for those drivers who want to personalize their trucks to suit their individual motoring styles, Toyota has a variety of options available.

For example, Toyota "Ultra" outside mirrors not only provide excellent rearward vision, but they give your truck that Western-style, "big-rig" look. If gear shifting's not your style, Toyota's smooth-shifting 3-speed automatic transmission (right) is available on Long Bed Deluxe trucks. Air conditioning—with controls built into the dash, not tacked on—provides additional driving comfort. You can also add a dash-installed cassette (below) or 8-track tape player.



And all models can be stylized with practical, good-looking chrome rear step bumpers, special rocker panel stripes and other dress-up items. See your local Toyota dealer for the complete line of Toyota truck options and accessories.



Truck Specifications

	2 WD			4 WD		
BODY/FRAME CONSTRUCTION	Welded steel cab			Welded steel cab		
SUSPENSION FRONT	Torsion bar			Leaf spring		
SUSPENSION REAR	Leaf spring			Leaf spring		
STEERING TYPE	Recirculating ball			Recirculating ball		
TURNING DIAMETER SB/LB	37.4"/40.0"			41.3"/43.9"		
BRAKES FRONT/REAR	Power-assisted front disc, rear drum			Power-assisted front disc, rear drum		
ENGINE TYPE	4-cylinder in-line SOHC			4-cylinder in-line SOHC		
DISPLACEMENT	2.2 liters (2189cc)			2.2 liters (2189cc)		
BORE AND STROKE	3.48" x 3.50"			3.48" x 3.50"		
COMPRESSION RATIO	8.4:1			8.4:1		
TORQUE (SAE NET)	122 ft. lbs. @ 2400 rpm			122 ft. lbs. @ 2400 rpm		
HORSEPOWER (SAE NET)	95 @ 4800 rpm			95 @ 4800 rpm		
49 State	90 @ 4800 rpm			90 @ 4800 rpm		
California						

	Standard Bed	Long Bed	Camper Cab/Chassis	Commer. Cab/Chassis	3/4 Ton	4WD Standard Bed	4WD Long Bed
CAPACITIES							
Curb Weight (lbs.)	2405	2465	3150***	3150***	2525	2815	2866
Gross Vehicle Weight (lbs.)	4100	4100	4650	4650	4650	4550	4550
Payload (lbs.)	1400	1400	—	—	1950	1400	1400
EXTERIOR DIMENSIONS (inches)							
Wheelbase	101.8	110.2	110.2	110.2	110.2	102.2	110.6
Track (Front)	53	53	53	53	53	53	53
(Rear)	53.1	53.1	53.1	53.1	53.1	53.1	53.1
Overall Length	169.5	184.6	169.5	169.5	170.1	186.2	186.2
Overall Width	63.4	63.4	63.4	63.4	63.4	66.5	66.5
Overall Height DLX	58.9	58.9	58.9	58.9	59.6	65.9	65.9
Overall Height SR-5	58.1	58.1	58.1	58.1	58.1	65.9	65.9
Bed Length	72.2	87.4	87.4	87.4	87.4	72.2	87.4
INTERIOR DIMENSIONS							
Head Room	38.0	38.0	38.0	38.0	38.0	38.0	38.0
Leg Room	40.4	40.4	40.4	40.4	40.4	40.4	40.4
Shoulder Room	54.1	54.1	54.1	54.1	54.1	54.1	54.1
AXLE RATIOS							
Rear	4.1:1	4.1:1	4.1:1	4.1:1	4.1:1	4.375:1	4.375:1
Front	4.1:1	4.1:1	4.1:1	4.1:1	4.1:1	4.375:1	4.375:1
TRANSFER CASE							
Type	2-speed						2-speed
Gear Ratios	High 1.00 Low 2.277						High 1.00 Low 2.277
TRANSMISSIONS							
SR-5/4WD Sport Truck	5-speed	5-speed	5-speed	5-speed	5-speed	4-speed	4-speed
Deluxe	5-speed	5-speed	5-speed	5-speed	5-speed	4-speed	4-speed
Standard	4-speed	4-speed	4-speed	4-speed	4-speed	4-speed	4-speed
GROUND CLEARANCE							
Angle of Approach DLX	32.5	32.5	30.5	30.5	30.5	41.5°	41.5°
Angle of Departure DLX	18.0	18.0	18.0	18.0	18.0	29.5°	29.5°
Differential System to Ground-Front	7.9°						7.9°
Differential System to Ground-Rear	7.9°						7.9°
Minimum Running Ground Clearance DLX	7.5	7.5	7.5	7.5	7.5	11.7°	11.6°
FUEL TANK CAPACITY (gallons)	13.7	16.1	16.1	16.1	16.1	13.7	16.1
EXTERIOR COLORS							
White	Beige		Pure Green		Yellow		
Red	Copper Metallic*		Black**		Medium Blue		

*SR-5 only. **4WD Sport Truck only. ***Maximum Curb Weight.

*EPA STATEMENT

EPA mileage figures not available at the 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. Cover vehicle and others shown with various optional equipment. See Features chart for details. For information on additional options and accessories, contact your Toyota dealer.