

# 1981 CRESSIDA BY TOYOTA



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WHAT  
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FEELING  
**TOYOTA**

CRESSIDA. THE ELEGANT, EXECUTIVE TOYOTA.



Cressida. It's a totally new automobile for 1981. Only one word describes the impressive Cressida—**4-Door Luxury Sedan and 5-Door Luxury Wagon**—exciting. Cressida has an enticing and contemporary look. Sleek and aerodynamic. From the bold new rectangular headlamps, past the sweeping new body contours, to its turbine-styled wheel covers and distinctive new taillights, Cressida beautifully captures the feeling of unparalleled elegance for 1981.

Cressida is also new beneath its stately hoodline, with a more powerful fuel-efficient\* 2.8 liter 6-cylinder SOHC engine. For 1981, this powerplant is equipped with electronic fuel injection to deliver smooth, quiet performance. For 1981, both Cressidas offer you Toyota innovations like the first shoulder belt system that automatically fastens the front shoulder belts when you sit down and close the door—Toyota's smooth-shifting 4-speed automatic overdrive transmission is standard, as are power steering and power-assisted brakes for nearly effortless handling. Automatic temperature control air conditioning and an electronic AM/FM/MPX stereo radio with four speakers—just a part of the array of luxury conveniences for 1981—are still more good reasons to discover the experience of driving the all-new Cressida.

\*See EPA statement on specifications page. Shown with optional equipment. See Features chart for details.

CRESSIDA 4-DOOR LUXURY SEDAN. STRIKING STYLING AND CREATURE COMFORTS.



The profile of the 1981 Cressida 4-Door Luxury Sedan, with the refined styling of today's more expensive European luxury sedans, is striking. But you'll find still more to like about the all-new Cressida 4-Door Luxury Sedan.

Cressida's many comforts are apparent from the moment you settle into the plush, fully reclining front bucket seats. You can

adjust the driver's seat six ways to suit your preferred driving position, and even your front passenger can choose a variety of comfortable seat-back positions for relaxed motoring.

You can monitor your Cressida's operation through a full array of instruments. Reminder lamps tell you when the engine coolant or windshield washer fluid levels are low.

Cressida features Toyota's 4-speed automatic overdrive transmission. Cressida was the first automobile—import or domestic—to offer such a transmission in the United States. Above 25 mph, this transmission automatically shifts into overdrive to help increase fuel economy\* and decrease engine wear by reducing engine revolutions at cruising speeds.

The Cressida 4-Door Luxury Sedan. Right for the times. Right for your lifestyle.

\*See EPA statement on specifications page. Shown with optional equipment. See Features chart for details.

## CRESSIDA'S INTERIOR. SUMPTUOUS SURROUNDINGS.



Creature comforts abound within a 1981 Cressida. Elegant velour upholstery and plush wall-to-wall carpeting greet you upon entering. Both front seats are fully reclinable and have headrests that adjust up, down, and back and forth. The driver's seat adjusts six different ways and has an adjustment for lower back support.

For 1981, the rear seat of the 4-Door Luxury Sedan is furnished with a fold-down armrest and fold-out headrests. Cressida's passengers also benefit from the new comfort-engineered 4-link coil spring rear suspen-

sion—a system designed to give a smooth ride to both the 4-Door Luxury Sedan and the 5-Door Luxury Wagon.

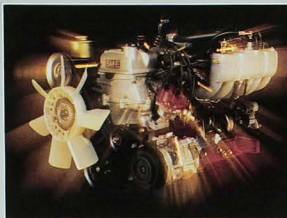
For your listening pleasure, Cressida has an electronic AM/FM/MPX 4-speaker stereo radio, complete with a power antenna. An optional graphic equalizer/amplifier with a cassette player can be added to Cressida's stereo system.

For your convenience, Cressida's dash panel features full instrumentation, including electric tachometer, a resettable tripmeter, oil pressure gauge and voltmeter. And for your added driving pleasure there is power steering for easier handling, and Cruise Control that automatically maintains a steady, pre-set speed that you select for economical, relaxing motoring.

Luxury. Comfort. Convenience. You'll find a wealth of all three in Cressida for 1981.

Shown with optional equipment. See Features chart for details.

## CRESSIDA 5-DOOR LUXURY WAGON. POWER, CAPACITY AND LUXURY.



If you prefer your luxury with extra space, the Cressida 5-Door Luxury Wagon is for you.

Beneath the elegant exterior of the Cressida 5-Door Luxury Wagon for 1981 is a new, larger 2.8 liter 6-cylinder electronically fuel-injected SOHC engine. The favorable power/weight ratio supplied by this new powerplant puts genuinely spirited performance at your command while delivering surprising fuel economy.\* You'll also enjoy easy handling with power steering and smooth shifting with Cressida's trend-setting 4-speed automatic overdrive transmission.

The 1981 Cressida Luxury Wagon comfortably transports five adults and their baggage. If you are carrying fewer passengers and more cargo, simply fold down the rear seat for a spacious, carpeted cargo area with ample room for vacation luggage or

a treasure from the antique shop.

For your convenience, the Cressida Luxury Wagon has power door locks all around for easy locking and unlocking, an electric rear window defogger to whisk away condensation, a rear window wiper/washer for better visibility, plus tinted glass and a host of additional features you'll enjoy each time you get behind the wheel.

The Cressida 5-Door Luxury Wagon. Think of it as a luxury sedan with room for the good things in life.



\*See EPA mileage statement on specifications page.

## STANDARD FEATURES

Every Cressida is equipped with a lengthy list of standard features for your comfort and convenience.

Power-assisted brakes, with vented front discs to help prevent brake fade, aid Cressida's stopping ability.

A padded, tilt steering wheel lets you choose a variety of driving positions. You'll also enjoy almost effortless handling with Cressida's power steering. For added driving ease on long trips, every Cressida features Cruise Control.

A new, richer-sounding electronic AM/FM/MPX stereo radio with four speakers surrounds you with pleasurable sound. Each Cressida features power windows and power door locks—including the rear door on the 5-Door Luxury Wagon—for your convenience.

Cressida's automatic temperature control air conditioning maintains the temperature you set through the heat of day or cool of night.

Front seat headrests adjust four ways for your comfort. For your rear seat passengers, the Cressida 4-Door Luxury Sedan features fold-out headrests and a fold-down center armrest. Also, the 1981 Cressida includes the first automatic shoulder belt system.

## OPTIONS

To personalize your Cressida, you'll find options like an electric sunroof or aluminum alloy wheels and others listed on the chart at right.



Standard features and options pictured above vary according to models. See Features chart for complete details.

## CRESSIDA FEATURES

	Luxury Sedan	4-Door Luxury Wagon	5-Door Luxury Wagon
S—Standard O—Optional —Not Available			
2.8 liter 6-cylinder SOHC engine	S	S	S
Electronic fuel injection	S	S	S
Fully transistorized ignition system	S	S	S
4-speed automatic overdrive transmission	S	S	S
Power-assisted brakes (front disc, rear drum)	S	S	S
Steel-belted radial ply white sidewall tires	S	S	S
Luxury wheel covers	S	S	S
Aluminum alloy wheels	O	O	O
MacPherson strut front suspension	S	S	S
Reposable trimmer	S	S	S
Tachometer, oil pressure gauge, voltmeter	S	S	S
Cruise Control	S	S	S
Lamps on warning system	S	S	S
Power steering	S	S	S
2-spoke padded, tilt steering wheel	S	S	S
Column-mounted windshield wiper control with intermittent and wiper-linked wiping cycles	S	S	S
Automatic shoulder belt system	S	S	S
Automatic temperature control air conditioning	S	S	S
Electric rear window defogger	S	S	S
Remotes control trunk release	S	S	S
Locking fuel filler door with inside remote release	S	S	S
Veor vanity mirror	S	S	S
Locking glove box	S	S	S
Day/night rear glass, inside rear view mirror	S	S	S
Tinted glass with windshield shaded band	S	S	S
Power door locks	S	S	S
Power windows	S	S	S
Retractable front bucket seats with headrests	S	S	S
Front seat back and door pockets	S	S	S
Velour fabric upholstery	S	S	S
Adjustable lumbar support and seat height adjuster (driver's seat)	S	S	S
Full console with storage area and armrest	S	S	S
Fold-down rear seat armrest	S	—	—
Power-boosted 150-imp. ventilation	S	S	S
Heater/defroster with 4-speed fan	S	S	S
Illuminated entry system	S	S	S
Wall-to-wall carpeting	S	S	S
Carpeted trunk/cargo area	S	S	S
Floor mats	S	S	S
Electronic AM/FM/MPX 4-speaker radio	S	S	S
Graphic equalizer/amplifier, AM/FM/MPX electronic radio, cassette tape deck	O	O	O
Sticker or cassette strap tape deck	O	O	O
Power antenna	S	S	S
Digital quartz clock with date	S	S	S
Wide body side moldings	S	S	S
Tintable telescopic sunbeam headrests	S	S	S
Dual sail mounted outside mirrors with driver's side remote control	S	S	S
Electric mirrors	O	O	O
Low maintenance battery	S	S	S
Rear window wiper/washer	—	S	O
Luggage rack	—	O	O
*With steel-belted radial black sidewall tires.			
**Rear door included.			
†14-way adjustable headrests.			

## SPECIFICATIONS

ENGINE TYPE	6-cylinder in-line SOHC EFI
DISPLACEMENT	2.8 liters (275cc)
HORSEPOWER (SAE NET)	116 hp @ 4800 rpm
TORQUE (SAE NET)	145 ft. lbs. @ 3600 rpm
BODY/FRAME CONSTRUCTION	Unibody tube
SUSPENSION FRONT	MacPherson strut, coil springs and stabilizer
SUSPENSION REAR	4-link with coil springs, double acting shock absorbers and lateral track bar
STEERING TYPE	Power-assisted recirculating ball, collapsible shaft
BRAKES	Power-assisted (vented front disc, rear drum)
4-Door Luxury Sedan	5-Door Luxury Wagon
EXTERIOR DIMENSIONS (inches)	
Wheelbase	104.1 104.1
Overall Length	184.8 185.2
Overall Width	66.5 66.5
Overall Height	54.3 55.5
Tread Width (front)	54.7 54.7
Tread Width (rear)	54.5 54.5
INTERIOR DIMENSIONS (inches)	
(Without sunroof)	
Head Room (front)	38.2 38.5
Head Room (rear)	37.5 38.7
Leg Room (front)	41.6 41.6
Leg Room (rear)	33.1 31.8
CURB WEIGHT (lbs.)	2921 2932
CAPACITIES	
Trunk or Cargo Area, rear seat up (cu. ft.)	12.4 25.0
Trunk or Cargo Area, rear seat down (cu. ft.)	N.A. 67.3
Fuel Tank (gallons)	17.2 17.2
TIRES	
Type	Steel-belted radial ply whitewall 185/70SR14      Steel-belted radial ply whitewall 185/70SR14
Size	
EXTERIOR COLORS†	Beige Metallic Dark Red Metallic Red Metallic
	White Silver Metallic Light Blue Metallic Dark Blue Metallic
N.A.—Not applicable	
†Some colors not available on all models.	
‡Clear coat paint finish.	
*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. Cover vehicle and others shown with optional equipment.	
See Features chart for details. For information on additional options and accessories, contact your local Toyota dealer.	

## TOYOTA. THE QUALITY STORY.

Quality is a way of life at Toyota.

When your Toyota dealer hands you the keys to your new Toyota, pause for a moment to think about the hundreds of pairs of expert hands and eyes that have conscientiously inspected every detail during its manufacture, shipping, and preparation for delivery.

The first step in developing each new model is consumer research—finding out what people want in the styling, performance, and features of the vehicles they drive. The ideas and suggestions of thousands of Americans have influenced the design of the Toyotas you see in the dealer's showroom.

On the Toyota assembly lines, quality control is all important. At every stage of manufacture each vehicle is tested and inspected. Assembly line workers wear white gloves to keep everything they touch spotless and scratch free. Workers who come in contact with the finished car body wear clothing without buckles or buttons. And any production line employee, regardless of his rank, can stop the entire line if he detects anything not up to Toyota's exacting standards.

Toyota employees never forget that each vehicle they help manufacture is going to be purchased, driven and enjoyed by an individual or family who will be relying on Toyota's dedication to perfection.

After the completed vehicles leave the factory, the quality control checks continue. There are at least three more inspections: at the pier in Japan, at the port of entry in the U.S., and at the

dealership—all part of Toyota's continuing efforts to ensure complete owner satisfaction.

Toyota's quality story doesn't end with the sale. At more than one thousand Toyota dealers from coast to coast, skilled service technicians—many of whom are specially certified by the National Institute for Automotive Service Excellence (NIASE)—are ready to help keep Toyota owners happy with reliable, dependable service.

Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

You can count on Toyota to deliver quality vehicles, and you can count on Toyota dealers to reflect that quality in the way they do business: their professionalism, the expertise of their service personnel, and the availability of parts for maintenance and repair.

From drawing board to dealership, the name Toyota means quality—as shown by the consistently high levels of owner satisfaction with the quality of Toyota products.\*

But even that remarkable fact isn't the closing chapter in the Toyota quality story. One other important fact remains: Toyota's gratifying resale value at trade-in time.

When you buy a Toyota, you're buying a commitment to quality that has made millions of satisfied owners the world over feel good about driving a Toyota.

\*According to a survey of 17,000 owners of new small cars.