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WHAT
A
FEELING
TOYOTA

1981 CARS AND TRUCKS BY TOYOTA



HOW TO FIND THE RIGHT CAR OR TRUCK.

Buying a new car or truck is probably one of the largest single purchases you'll ever make. And these days, you need a car or truck that will keep up with—or stay ahead of—the continually rising costs of ownership.

At Toyota, we build cars and trucks for Total Economy. This means a sensible price, good operating economy and high quality from our lowest-priced models to the top of the line.

Before you decide on any new car or truck, ask yourself these few questions; we're pretty certain that you'll end up buying a Toyota.

Is the vehicle affordable?

Gasoline and maintenance costs are two important considerations when buying a new car. Toyota has made quite a name for itself in building fuel-efficient* cars, including the all-new, ultra-fuel-thrifty Starlet. It has the highest gas mileage of any Toyota ever built. Toyotas are also designed for long intervals between servicing. With replacement parts that won't cost an arm and a leg and are in stock when needed.

Will the vehicle hold up?

At Toyota, we're committed to owner satisfaction. So we employ advanced engineering and superb craftsmanship to build cars and trucks. They satisfy our owners with proven features, pleasing and functional styling, and Toyota dependability. Designed for durability and quality, Toyotas are built to stay on the road, not in the shop.

How well equipped is it? At Toyota, we believe you'll be happiest with a car or truck that's "easy to live with"—one that comes with the kind of comforts and conveniences that make owning and driving your car a pleasure. That's why your Toyota's sticker price includes a long list of standard features that could well be extra-cost extras on other cars.

Does the manufacturer have a good reputation? It takes time to build a reputation. But when a company takes time to build an exceptional product, word gets around, fast. Enough to make Toyota the best-selling import in this country in the past five years.

What about parts and service? Wherever you drive, you're never too far from a Toyota dealership. There are more than 1,000 helpful, dependable dealers from coast to coast. They're ready if needed, with specially

trained, skilled technicians and quality Toyota replacement parts. And a total dedication to complete customer satisfaction.

Which Toyota for you? Whether you need a luxury sedan, a versatile liftback, a wagon, truck or 4-wheel drive, there's a Total Economy Toyota built for you.

Starlet. The small wonder, it's Toyota's newest, highest gas mileage car. Born to solve tomorrow's biggest driving problems, today.

Corolla. The perfect combination of fuel-efficiency, value and contemporary styling. Includes Toyota's lowest-priced car, the front-wheel drive Corolla Tercel.

Celica. An exceptional blend of sleek design, driving excitement and personal luxury. Features the luxuriously-appointed, electronically fuel-injected 6-cylinder Celica Supra.

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

Cressida. All-new inside and out, with luxurious European styling, elegance, comfort, plus traditional Toyota value.

Truck and Cab/Chassis. Tough, with car-like comforts. Includes ½ Ton, ¾ Ton, 4-Wheel Drive models and unfinished Cab/Chassis models.

Land Cruiser. One of the toughest 4-wheel drive, off-road vehicles ever built. All new for 1981 is a 5-Door Wagon.

Read on, then make your choice.



STARLET. THE SMALL WONDER.

A small wonder appears. And the world takes note, for here is the one new car born to solve tomorrow's biggest driving problems, today.

Starlet. A brilliant package of sky-high mileage*, down-to-earth Toyota quality and low-cost ownership.

The 1981 Toyota Starlet makes its debut in America after years of planning and development, and millions of miles of driving with the world as its proving ground. For not until it was perfected did Starlet arrive—with the highest gas mileage of any Toyota ever built. In fact, Toyota's new Starlet has the highest miles-per-gallon rating of any gas-fueled car in America today.

Starlet's snappy 1.3 liter 4-cylinder engine, for example, has been refined for greatest fuel efficiency.

Sporty, gas-saving 5-speed manual overdrive transmission, steel-belted radial tires and aerodynamic styling all help improve mileage. And you get Starlet's extraordinary economy without sacrificing interior comfort or a smooth, quiet ride.

Starlet gives you rack-and-pinion steering for nimble, easy handling, and power-assisted brakes with fade-resisting discs up front.

Starlet is as inviting inside as it is outside. The accent-stripped, hi-back reclining front bucket seats give you

firm support for in-town maneuvering, and the kind of comfort you need for those longer trips you'll take.

You'll find added comforts and conveniences all around you. The steering wheel and shift knob are padded. There's an easy-to-read gauge cluster, a tachometer, and even a resettable tripmeter to figure your Starlet's remarkable gas mileage.

In the day-to-day world of in-town and suburban driving, the stylish 1981 Starlet comes shining through. It has the economy to keep you light-years ahead of the high cost of driving. And that makes Starlet the most beautiful small of all.

STARLET



*See EPA mileage statement on inside back cover.

*See EPA mileage statement on inside back cover. Shown with optional equipment. See your Toyota dealer for details.

CELICA AND CELICA SUPRA. THE ULTIMATE TOYOTAS.

Come on in and come alive to the tempo of the ultimate Toyota experience. The 1981 lineup of Celicas is more than an advanced design concept brought to perfect execution; it must be experienced to be believed. Here are new heights of motoring pleasure: four automobiles that free you from the ordinary by their superior appearance, their robust performance and their quality and engineering excellence. For 1981 many subtle improvements and significant advancements over previous models—including better-than-ever fuel economy*—combine to more fully confirm Celica's reputation as a

motoring experience second to none. The Celica line reaches its pinnacle of perfection in the most stunning, most magnificently styled package of all: Celica Supra. Supra incorporates features to delight even the most sophisticated motoring aficionado. For instance, the 6-cylinder engine has an electronic fuel injection system that responds instantly and meters every drop of fuel for peak efficiency. A 2.8 liter single overhead cam engine for 1981, larger in displacement and with greater torque and horsepower, promises greater performance, efficiency and driving pleasure than ever before.

To make the most of this outstanding powerplant (and the most of your enjoyment), Celica Supra gives you a smooth-shifting 5-speed overdrive transmission or Toyota's optional 4-speed automatic overdrive; both are designed to lower engine revs in high gear for reduced engine wear and increased fuel economy.

What's more, you'll discover power steering, power-assisted 4-wheel disc brakes, and an interior that lacks nothing in the realm of first class. Form-fitting bucket seats are tailored in a luxurious textured velour cloth or available glove-soft leather. There's full instrumentation for touring-style

motoring. A rally-accurate digital quartz clock. Center console with extendible maplight. Six-way adjustable driver's seat. Air conditioning, of course. And a remarkable electronic AM/FM/MPX 4-speaker radio. And for cruising in unparalleled luxury, Supra's available Convenience Package offers Cruise Control, power windows, power door locks, automatic temperature control air conditioning, and more. Also available is an incredible stereo Sound Package with cassette player and graphic equalizer/amplifier; and an exciting Sports Performance Package with special suspension plus race-bred

spoilers front and rear, and raised white letter tires. All to make Celica Supra *the* choice in the world of Gran Touring automobiles.

When it comes to the sporty world, here's America's favorite: Celica GT Liftback, with exciting news for 1981—a new 2.4 liter 4-cylinder SOHC engine with even higher horsepower and torque ratings than last year's Celica GT.

This new engine is teamed with Celica's sporty 5-speed overdrive transmission or optional 4-speed automatic overdrive. And inside its sleek, wind-piercing contours lie amenities that set you worlds apart.

Seats that adapt to you, upholstery in your choice of cloth or knitted vinyl, full instrumentation, AM/FM/MPX stereo radio, digital quartz clock, and much more.

For those sporty-car lovers who prefer a trunk back body style, yet don't want to lose Celica's eye-catching styling, we present the 1981 GT and ST Sport Coupes. Both share many of the features of the GT Liftback and give you a spacious trunk for luggage or sports equipment.

So whether your tastes run from Gran Touring to grand sporting, there's a Celica to suit you. In grand Toyota style.

CELICA SUPRA



CELICA GT and ST SPORT COUPES



CELICA GT



CELICA SUPRA



CELICA GT LIFTBACK



*See EPA mileage statement on inside back cover. Some models shown with optional equipment. See your Toyota dealer for details.

COROLLA. JUST WHAT THE WORLD ORDERED.

The world knows what it likes. And it likes Corolla, the most popular automobile model on Earth. Corolla's success stems from a proven record of economy and dependability year after year.

This is important to you, to be sure. But there's something else that matters to every new-car buyer: that is the pleasure of owning an automobile that's styled to turn the heads of envious onlookers—an automobile such as the 1981 Corolla.

This year's exciting Corolla lineup presents improved gas mileage* in a choice of 13 crisply styled models, including Toyota's front-wheel drive

Corolla Tercels. For 1981 you can choose from a lineup of Liftbacks, Sport Coupes, Sedans and even a 5-Door Wagon. All aerodynamically designed to reduce wind-drag for better mileage.

The seating, the visibility, the engine and transmission combinations, the placement of switches, in fact every aspect and detail of every exciting model of the 1981 Corolla line has been thought out to produce an automobile that lets you control your budget without confining your spirit.

Take, for example, the two sleek Corolla Sport Coupes for 1981. Both the SR5 and Deluxe models feature

wind tunnel-designed wedge-shaped bodies with flush window pillars and moldings that let the airstream slip by with minimum disturbance.

A fuel-efficient 1.8 liter 4-cylinder engine and a sporty 5-speed overdrive transmission** work in tandem to help improve gas mileage for 1981 and reduce engine wear.

Inside the SR5 Sport Coupe you're greeted with a seemingly endless array of special touches. Wall-to-wall carpeting, tinted glass. Tachometer, resettable tripmeter. Digital quartz clock. Flo-thru ventilation, reclining front bucket seats, even AM/FM/MPX stereo radio.

Now, suppose you lean toward the styling of a Liftback. Here's a sporty one that makes excitingly good sense: the 1981 SR5 Liftback. Its peppy 1.8 liter 4-cylinder engine and 5-speed overdrive transmission team up to deliver economy and spirited performance.

And all around you'll find Liftback styling that outsmarts anything else in its class. Careful Toyota engineering has helped create a body shape that can increase fuel efficiency. And generous amounts of glass provide over 300° of visibility. Most importantly, of course, you'll find typical Toyota Liftback versatility: a large convenient

rear door and easy-access cargo space that can be enlarged by folding down either or both of the rear seats.

If a separate trunk suits your lifestyle, Corolla 2-Door and 4-Door Deluxe Sedans should spark your interest. These two beauties sport the same engine and transmission as the Liftback and Sport Coupe with a pert, peppy attitude all their own. And they give you standard features a lot of economy cars never even considered. Like MacPherson strut front suspension. Wall-to-wall carpeting. Reclining front bucket seats. Even options like power steering or 3-speed automatic transmission. Or if you prefer, the

2-Door Sedan comes with 4-speed synchromesh transmission, the majority of comfort features of the Deluxe Sedans, and a price that will enchant even the most budget-minded motorist.

And finally, for families who enjoy wide-open spaces, there's the Corolla 5-Door Deluxe Wagon. It provides a full 55.6 cubic feet of cargo area with the rear seats folded down, and all the quality features you buy Corolla for.

Sport Coupe, Liftback, Sedan or Wagon. Whatever you need in a fuel-efficient new car, you'll find it in the value-packed selection of Toyota Corollas for 1981.

COROLLA SR5 SPORT COUPE



COROLLA 2-DOOR SEDAN



COROLLA 4-DOOR DELUXE SEDAN



COROLLA SR5 LIFTBACK



COROLLA SR5 SPORT COUPE



COROLLA 5-DOOR DELUXE WAGON



COROLLA 4-DOOR DELUXE SEDAN



*See EPA mileage statement on inside back cover.

**Deluxe Sport Coupe available with automatic transmission only.

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

COROLLA TERCEL. FRONT-WHEEL DRIVE ECONOMY WITHOUT GIVING AN INCH.

Here is one of automotive engineering's superlative achievements: the highly efficient, high mileage* Corolla Tercel, with maximum interior dimensions, minimum outside dimensions, and the lowest price of any Toyota.

Front-wheel drive on all Corolla Tercel models provides exceptional handling and traction in snow and rain, while independent 4-wheel suspension enables Corolla Tercel to smooth out the roughest roads.

There's the crisp response of the 1981 Corolla Tercel's rack and pinion steering, too, for superb handling; and a short, positive shift linkage for precise gear-changing.

Front-wheel drive makes for more than just great going—it's also one of the secrets behind Corolla Tercel's extreme space-efficiency. In-line engine placement positions the driver straight ahead for comfortable driving, and Corolla Tercel's ingenious design provides a tremendous amount of up-front leg-stretching room for the lengthiest of people.

In back, the need for a driveshaft floor tunnel has been eliminated and the front seatback has been newly restyled for additional rear seat leg room. Because of Corolla Tercel's extended wheelbase, the wheelwells sit back farther, and so do the rear

seat passengers. The result: exceptional space for elbows, hips and legs.

Hand in hand with all this space appeal comes a snappy, fuel-efficient 1.5 liter 4-cylinder single overhead cam engine, longitudinally mounted for easier accessibility.

Your choice of Corolla Terrels begins with the breezy good-looking SR5 and Deluxe Liftbacks. Sports car incognito, the 1981 SR5 comes standard with 5-speed overdrive transmission and sporty touches all around. It has a newly designed dashboard with full instrumentation, carpeting throughout, and an AM/FM/MPX stereo radio. There's also

a split-back, fold-down rear seat for easy loading, easy toting.

As on every Corolla Tercel, you'll also find a long list of other comforting features. For starters: a fully transistorized ignition system for dependable starts; power-assisted front disc brakes for fade-resisting stopping; steel-belted radial tires for road-hugging economy. Locking fuel door for safe keeping; and bold styled steel wheels just for the fun of it.

There are also many exciting options for 1981 like a versatile 2-panel sun/moonroof, available on both the SR5 and Deluxe Liftbacks. If you'd like your Corolla Tercel to take

over the shifting for you, the Deluxe Liftback—like the 2-Door and 4-Door Sedans—also offers you an efficient smooth-shifting 3-speed automatic transmission.

Should you be seeking trunk space, you'll find more than you ever imagined in the 1981 Corolla Tercel Sedans—2-Door Deluxe, 2-Door and 4-Door models.

All three Corolla Tercel Sedans for 1981 give you exceptional interior space because of their innovative front-wheel drive design and wheelbase. And on the new Corolla Tercel 4-Door Sedan, the split rear seats fold forward allowing access to the

trunk from inside for carrying more luggage or extra long cargo.

At the heart of the 1981 Sedans' impressive mileage figures is Corolla Tercel's renowned 1.5 liter 4-cylinder single overhead cam engine. Additionally, a 5-speed overdrive transmission comes standard on both the 2-Door Deluxe and 4-Door Sedans, and a 4-speed transmission is standard on Toyota's lowest-priced automobile, the 2-Door Sedan.

For anyone who's ever doubted the comfort and handling capability of a small car, the Corolla Terrels are truly friendly persuaders.

COROLLA TERCEL SR5 LIFTBACK



COROLLA TERCEL SR5 LIFTBACK



COROLLA TERCEL DELUXE LIFTBACK



COROLLA TERCEL 4-DOOR SEDAN



COROLLA TERCEL 2-DOOR SEDAN



*See EPA mileage statement on inside back cover. Some models shown with optional equipment. See your Toyota dealer for details.

CRESSIDA. THE ELEGANT, EXECUTIVE TOYOTA.

Cressida is all new and completely restyled inside and outside for 1981.

The elegant Cressida 4-Door Luxury Sedan and spacious 5-Door Luxury Wagon deliver improved fuel economy* from a more powerful 2.8 liter 6-cylinder electronically

fuel-injected SOHC engine.

For 1981, almost every creature comfort imaginable is standard. Rich upholstery. Fully reclining front bucket seats. 4-speed automatic overdrive transmission. Cruise Control. Power steering. Automatic

temperature control air conditioning. Electronic AM/FM/MPX 4-speaker radio with power antenna. Power windows and door locks. And the first automatic shoulder belt system.

Discover luxury motoring with the all-new 1981 Cressida.

CRESSIDA 4-DOOR LUXURY SEDAN



CRESSIDA 5-DOOR LUXURY WAGON



CRESSIDA 4-DOOR LUXURY SEDAN



CORONA. THE FAMILY CAR WITH TOTAL ECONOMY AND COMFORT.

The 1981 Coronas are the affordable solution to anybody's transportation problems. They're packed with the economical and comfortable features you expect from Toyota.

For 1981, the Corona line begins with the eye-catching and versatile

top-of-the-line 5-Door Luxury Edition Liftback. Or choose the plush 4-Door Luxury Edition Sedan, the Corona 4-Door Deluxe Sedan, or the roomy 5-Door Deluxe Wagon.

Corona has a thrifty* new 2.4 liter 4-cylinder SOHC engine, and there's

a 5-speed overdrive transmission in all models. A 4-speed automatic overdrive transmission is also available.

Corona's style, comfort and long list of standard features are sure to please. Discover what family transportation is meant to be with Corona for 1981.

CORONA 4-DOOR DELUXE SEDAN



CORONA 5-DOOR LUXURY EDITION LIFTBACK



CORONA 4-DOOR LUXURY EDITION SEDAN



CORONA 5-DOOR DELUXE WAGON



*See EPA mileage statement on inside back cover.
Some models shown with optional equipment. See your Toyota dealer for details.

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

TOYOTA TRUCKS. PLAIN AND FANCY TRUCKING FOR WORK AND FOR FUN.

Meet a lineup of trucks the likes of which you've never seen: the 1981 Toyotas. Just as tough, sporty and easy riding as before—and now, more fuel efficient* than ever.

Whatever you want in a small truck, you don't have to look any further than right down this line.

Want an eye-popping, crowd-gathering sport truck? Here it is, in a

choice of 6-foot or 7-foot beds.

If you need a thoroughbred workhorse that'll earn its keep and then some, it's here too. And if your truck has to keep on going when the road runs out, here's beauty for the boondocks—a sure-footed Toyota 4-Wheel Drive. Or maybe a payload makes your payday: the hard-hat

tough 3/4 Ton Toyota is all

business, equipped with heavy-duty rear suspension, tires and bed for a steady diet of big jobs.

And for a special-purpose body, unfinished Commercial & Camper Cab/Chassis are designed to take just about any custom body from flat bed to motorhome.

It'll please you to know, too, that for 1981 all Toyota Trucks are

powered by a bigger 2.4 liter SOHC engine with free-breathing "cross flow" design that puts out more torque and horsepower, yet delivers a significant increase in fuel economy for 1981.

All Toyota Trucks come quality equipped with standard features even some larger trucks don't offer. For example, all the 1981 Toyota

Trucks are standard-equipped with fully-transistorized ignition system, power-assisted Flo-thru ventilation, even a coolant reserve tank. All have power-assisted brakes with front discs; all 2-wheel drive Trucks come with torsion bar front suspension.

Depending on the model you choose, you'll have a smooth-shifting 4-speed synchromesh transmission

or a 5-speed overdrive transmission.

The options you want to personalize your truck are available, of course, including air conditioning and the first 4-speed automatic overdrive transmission in a small truck.

Remember, there's a Toyota Truck to do right by you. And whichever fills the bill, you'll know it's tough, dependable and pocketbook easy.

SR5 SPORT TRUCK



STANDARD BED DELUXE



4WD SR5 LONG BED SPORT TRUCK



4WD SR5 SPORT TRUCK



SR5 LONG BED SPORT TRUCK



STANDARD BED



LONG BED

3/4 TON



CAMPER CAB/CHASSIS (UNFINISHED)



*See EPA mileage statement on inside back cover. Cargo pictured is for demonstration purposes only. See your Toyota dealer for actual payload capacities. Some models shown with optional equipment. See your Toyota dealer for details.

LAND CRUISER. SEEN IN ALL THE WORLD'S WORST PLACES.

LAND CRUISER HARDTOP



LAND CRUISER WAGON



The legend lives. From the Australian Outback to beyond the Arctic Circle, the indomitable Land Cruiser goes intrepidly where lesser vehicles fear to tread. Equipped with every necessity for conquering hostile environments and forbidding terrain, Land Cruiser is master of the off-road.

There's a tough, reliable 4.2 liter 6-cylinder OHV engine that puts up to 200 ft. lbs. of torque through the 4-speed synchromesh transmission. There's a 2-speed transfer case and a tandem master cylinder system with power-assisted brakes—front discs and rear drums—for stopping power. Steel skid plates protect the transfer case and the Hardtop's fuel tank; you'll find a front tow hook, steering stabilizer, and even a built-in roll bar.

And for 1981, Land Cruiser offers a stylish new off-roader with family-size room and handsome good looks: the 1981 Land Cruiser Wagon. Engineered to give you a quiet, comfortable ride on the pavement or off, this aggressive, rugged Wagon is more than a match for any 4-wheeler.

The 6-spoke chrome steel wheels sport big, brawny mud and snow tires. Inside, you'll find first-class treatment: a tilt steering wheel and power steering, plus individually reclining front bucket seats, cut pile carpeting, and other "soft touches" for making 4-wheeling a little easier to take.

One word of advice for your off-roading plans: if a 1981 Toyota Land Cruiser can't get you there, maybe you'd better think twice about going.

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

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.

If your new Toyota seems somehow familiar to you, it may be because you helped design it. 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 produc-

tion 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 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 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.

*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 cover vehicles and others shown with optional equipment. For information on additional options and accessories, contact your Toyota dealer.