

1981 STARLET BY TOYOTA



OH
WHAT
A
FEELING
TOYOTA



A STARLET IS
BORN.



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 new package of sky-high mileage* and down to earth quality. Starlet is designed for dependability, serviceability and low operating costs.

The 1981 Toyota Starlet makes its debut in America after many 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 the 1981 Starlet arrive bringing the highest mileage of any gas-powered car Toyota has ever built, and the highest in the

United States today. In fact, every inch of the Starlet is designed to give you Total Economy.

Its snappy 1.3 liter 4-cylinder OHV engine, for example, has been refined for efficient power with less fuel. A crisp, sporty 5-speed overdrive transmission reduces engine rpm's in high gear for maximum fuel efficiency and less engine wear. Aerodynamically, Starlet is designed to follow the line of least wind resistance to help improve mileage even more.

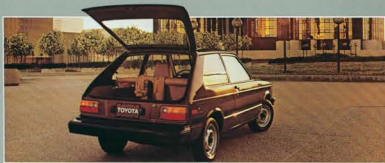
You get rack and pinion steering for easy, nimble handling. Power-assisted brakes with discs up front and gas-saving steel-belted radial tires are standard.

In the day to day world of in-town and suburban driving the 1981 Toyota Starlet comes shining through to keep you light years ahead of today's—and tomorrow's—high cost of driving.



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

INSIDE, IT'S WONDER-FULL.



If you think Starlet's remarkable economy* demands a trade-off for a sparse interior or a jolting ride, relax — you're in for a comforting surprise. Starlet, with its advanced small-outside, big-inside styling, solid unit body construction, and especially rigid interior panels, is built to stay rattlefree mile after mile, year after year. Even the plush sound-absorbing carpet contributes to its remarkable ride.

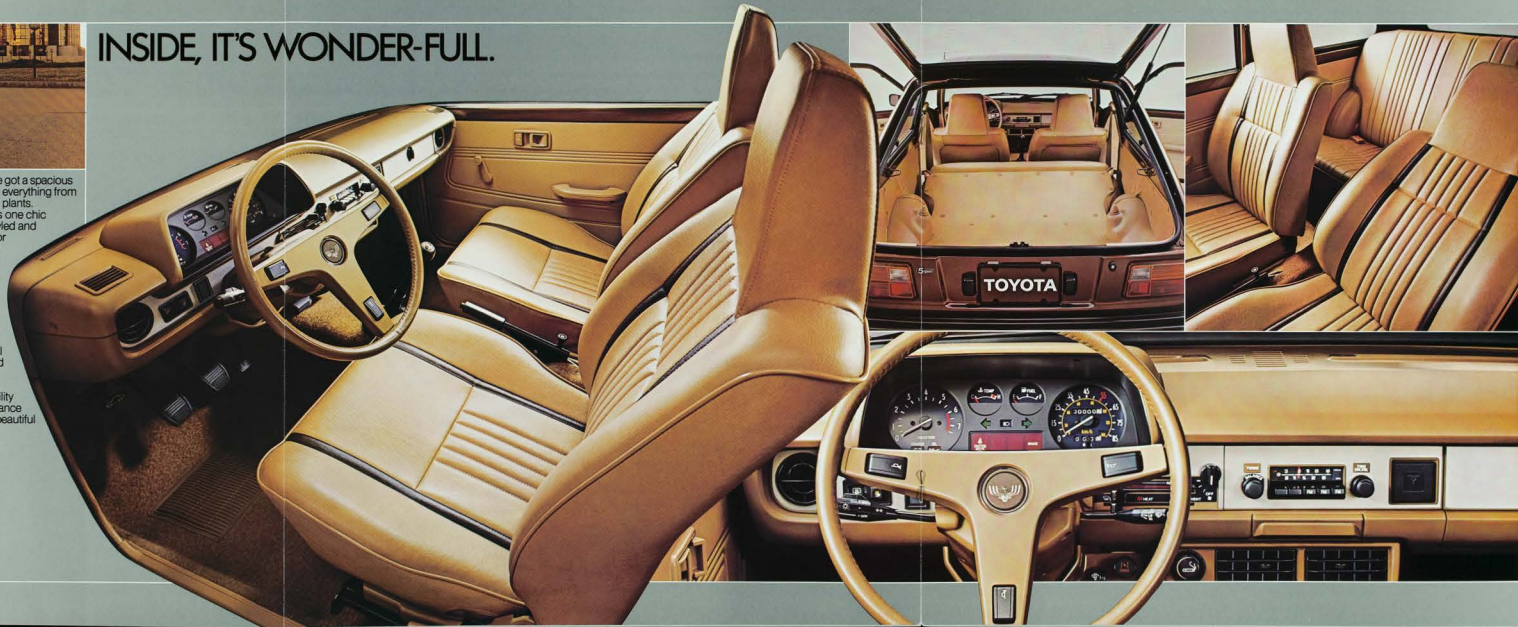
You'll find pleasures all around. A color-keyed dash contains a tachometer, speedometer with resettable tripmeter, and a gauge cluster set into an appealing instrument panel.

The hi-back front bucket seats are dressed in vinyl and accent stripes. And the wrapped shift knob and steering wheel are styled for good looks and good gripping. Fold down the rear seat, lift the rear door and

start packing — you've got a spacious cargo area to fill with everything from snow sleds to potted plants.

The 1981 Starlet is one chic machine. Smartly styled and brilliantly designed for maximum economy. Built to take you from here to there. Every time. Any time. And to see you through a long, long journey of carefree miles in between.

You know it: small can be beautiful. And Starlet, the small wonder, has the economy, dependability and proven performance to make it the most beautiful small of all.



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

STANDARD FEATURES

Starlet is well equipped with standard features like those shown here and listed on the chart. To help lower your operating costs, Starlet has fully transistorized ignition for fewer, simpler tuneups; a low maintenance battery; a service-valve, self-adjusting clutch; plus a long-interval service schedule. Additionally, you'll find standards like power-assisted, fade-resisting front disc brakes; and steel-belted radial ply tires for better gas mileage* and longer tire life. Starlet also offers niceties like reclining hi-back front bucket seats; flip-out rear quarter windows; side window demisters; even a resettable tripmeter — great for calculating your Starlet's super mpg's.



OPTIONS

The Starlet option list is very short because most of the features you want are standard equipment. But there are a few options you might consider. A rear window wiper/washer and electric rear window defogger are convenient in cold or foggy climates. An AM/FM/MPX stereo radio or radio/tape cassette combination is a nice companion while you drive. Air conditioning is a definite comfort-plus. You can also add a luggage rack, door edge guards, and floor mats. And your Toyota dealer may offer custom paint, trim options and accessories so you can personalize your 1981 Starlet even further.



STARLET FEATURES

	Standard	Optional
S - Standard O - Optional		
1.3 liter 4-cylinder OHV engine	S	
Fully transistorized ignition system	S	
5-speed overdrive transmission	S	
MacPherson strut front suspension	S	
Rack and pinion steering	S	
Self-adjusting clutch	S	
Power-assisted brakes (front disc, rear drum)	S	
Steel-belted radial ply tires	S	
Styled steel wheels	S	
Adjustable frontview mirror	S	
Tachometer	S	
Water temperature gauge	S	
Battery discharge indicator lamp	S	
Low oil pressure indicator lamp	S	
Air conditioning	O	
Rear illumination dimmer control	S	
Steering column-mounted headlight, headlamp flasher controls	S	
Steering column-mounted windshield wiper/washer controls	S	
Mist cycle windshield wipers	S	
Electric rear window defogger	O	
Twist/lock rear hatch release	S	
Limited body color schemes	S	
Manual choke with automatic return	S	
Side window demisters	S	
Fold-down rear seat	S	
Urethane padded shift knob	S	
3-spoke urethane wrapped steering wheel	S	
Brushed nap wall-to-wall carpeting	S	
Flip-out rear quarter windows	S	
Reclining hi-back front bucket seats	S	
Accented vinyl front seat trim	S	
Floor mats	O	
Power-boosted Flo-trio ventilation	S	
Inside hood release	S	
Glove box	S	
AM/FM/MPX radio	O	
AM/FM/MPX radio with cassette	O	
Cassette stereo tape deck	O	
Black urethane bumpers	S	
Turbo-style drivers side mirror	S	
Rust-inhibiting front fender liners	S	
Black plastic door seals	S	
Body side tape stripe	S	
Locking fuel filler door	S	
Door edge guards	O	
Rear window wiper/washer	O	
Rectangular headlamps	S	
Luggage rack	O	
Cigarette lighter	S	
Electric engine cooling fan	S	
Low maintenance battery	S	
High pressure temperature spare tire	S	

SPECIFICATIONS

ENGINE TYPE	4-cylinder in-line OHV
DISPLACEMENT	1.3 liters (1290 cc)
HORSEPOWER (SAE NET)	58 hp @ 5200 rpm
TORQUE (SAE NET)	67 ft. lbs. @ 3600 rpm
BODY/FRAME CONSTRUCTION	Unitized body
SUSPENSION FRONT	MacPherson strut
SUSPENSION REAR	4-link with coil spring
STEERING TYPE	Rack and pinion, collapsible shaft
BRAKES	Power-assisted (front disc, rear drum)
EXTERIOR DIMENSIONS (inches)	
Wheelbase	90.6
Overall Length	152.2
Overall Width	60.0
Overall Height	53.0
INTERIOR DIMENSIONS (inches)	
Shoulder Room (front)	50.0
Shoulder Room (rear)	49.5
Leg Room (front)	40.9
Leg Room (rear)	29.1
CURB WEIGHT (lbs.)	1724
CAPACITIES	
Trunk or Cargo Area, rear seat up (cu ft.)	6.0 (est)
Trunk or Cargo Area, rear seat down (cu ft.)	23.7 (est)
Fuel Tank (gallons)	10.6
TIRES	
Type	Steel-belted radial ply blackwall
Size	145SR13
EXTERIOR COLORS	
White	
Silver Metallic	
Red	
Copper Metallic	
Yellow	
Light Blue Metallic	
*EPA STATEMENT	Starlet is rated at 33 EPA Estimated MPG, 54 EPA Estimated Highway MPG, 38 EPA Estimated MPG, 50 EPA Estimated Highway MPG (in California).
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. Actual highway mileage will probably be less than the EPA Highway Estimate. 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 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 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.

*See EPA mileage statement on specifications page

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