

1981 TRUCKS BY TOYOTA



OH
WHAT
A
FEELING
TOYOTA



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



Toyota truck owners will again enjoy another great year of bragging rights in 1981.

This lineup of new trucks will make Toyota's reputation for dependable and easy-riding, fuel-efficient* pickups bigger than ever.

Whatever you want in a small truck, you don't have to look any further than right here. If you want a crowd-gathering sport truck, here it is. If you need a thoroughbred workhorse that'll earn its keep and then some, it's here too. If your truck has to keep on going

when the road runs out, or when the weather turns so nasty it stops most traffic, a sure-footed Toyota 4-Wheel Drive is your ticket. Does payload make your payday? The 3/4 Ton Toyota is all business, with heavy-duty suspension, tires and bed for a steady diet of big jobs. Maybe you have a special-purpose body in mind instead of a pickup. The Toyota Commercial & Camper Cab/Chassis are designed to take just about any custom body application.

All Toyota trucks for 1981 are powered by a new 2.4 liter 4-cylinder SOHC engine which delivers more torque and horsepower, plus a significant increase in fuel economy. There are new options for long-haul comfort and performance, and for good looks, too.

For Total Economy trucking, plain or fancy, it's all Toyota in 1981.

*See EPA mileage statement on specifications page shown with optional equipment. See Federal chart for details.

TOYOTA SR5 SPORT TRUCKS. BENEATH
THE SHOW-TRUCK STYLING
IS PURE MUSCLE.



The 1981 SR5 Sport Trucks come closer to being pure sports cars than a lot of sports cars. They're truck tough, too, built for the long haul, but with styling that turns heads wherever they go. Look at the bold body side and hood

striping and the liberal use of chrome that gives them a custom truck look. Now slip behind the wheel and start up the fuel-efficient* 2.4 liter 4-cylinder engine. Watch the full instrumentation come to life—tach, oil pressure, voltmeter, temperature. Roll 'er out on the road and feel the car-like handling and riding comfort of the SR5's Soft Ride rear suspension. Road-hugging steel-belted radial ply tires add to the SR5's performance. There's nothing harsh about that ride, nothing mushy, either.

This year, the first time over in a small truck, you can have an optional 4-speed automatic overdrive transmission** for greater fuel economy and less engine wear.

The SR5s would be classic sports cars except for one thing: sports cars don't have the 1/2-ton load capacity for work and play that goes with every Toyota SR5 Sport Truck.

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

TOYOTA SR5 SPORT TRUCKS. STYLE AND COMFORT FOR THE LONG HAUL.



Once upon a time not so long past you could find a truck interior like this only at a custom car show. In a 1981 SR5 Sport Truck interior there's more than comfort, there's luxury. Cut pile wall-to-wall carpeting, vinyl door trim with driver's map pocket and hi-back bucket seats* are only the beginning. A soft-rimmed sport steering wheel connects you to the responsive front-end geometry and steering. Your hand falls naturally on the shift knob that controls the crisp 5-speed gear box or the optional 4-speed automatic overdrive transmission,** making its first appearance ever in a small truck.

Even the cigarette lighter and ashtray are thoughtfully placed to eliminate groping for them. To let you know what's going on in the engine room you have full instrumentation: an 8,000 rpm tach, oil pressure, voltmeter and temperature gauges.

The power-booster Flo-thru ventilation system keeps air circulating with the windows up. Tinted glass all around helps cool you, too. There's a standard AM/FM/MPX solid-state stereo radio with enough volume to set the fillings in your molars vibrating to the basses. If you really want to trick up your interior, look at the options: a new moonroof,† a tilt steering wheel and power steering. Air conditioning will keep the SR5's interior spring-breeze cool or nearly frigid, whichever you prefer. While the interior may look and feel luxurious, the materials are just as tough and easy to take care of as the rest of the truck. So relax and enjoy trucking the SR5 way.



*Not available with automatic transmission.

**See Features chart for model availability.

†Available March, 1981.

Shown with optional equipment. See Features chart for details.

TOYOTA DELUXE TRUCKS. SOLID VALUES FOR STYLISH TRUCKING.



Toyota Deluxe Trucks for 1981 give you a lot of gas-thrifty* truck for your money. If you're buying a truck to be a working partner on the job, you'll like the features that are standard equipment. Fully transistorized ignition means reliable starts from the new 2.4 liter SOHC engine and simpler tuneups. Both the 6-foot and 7-foot cargo beds give you 1,400 lb. payload capacity (including occupants, cargo and equipment).

Power-assisted brakes with husky fade-resisting front discs and rear drums supply plenty of stopping power. If you need a truck on the job but like the sportiness and versatility of a pickup, you'll be impressed with the stylish lines and quality finish.

Inside is a center panel tray dividing a comfortable bench seat. The seat back folds forward for access to extra storage space. Power-boosted Flo-thru ventilation lets you keep the windows rolled up and still have constant fresh air. For the Long Bed Deluxe you can add the smooth-shifting optional 3-speed automatic** transmission. A variety of options for all Deluxe Trucks includes air conditioning, power steering, and a window package with side vents and sliding rear window.

For a tough-on-the-job, easy-on-the-budget truck, 1981 Deluxe Trucks can't be beat.

*See EPA mileage statement on specifications page.

**4 speed automatic overdrive in California. Shown with optional equipment. See Features chart for details. Truck at top shown with custom camper shell modification. Similar shells available at many Toyota dealers.

TOYOTA LONG BED AND STANDARD BED TRUCKS. HALF A TON OF TOTAL ECONOMY.



The 1981 Long Bed and Standard Bed Trucks are Toyota's lowest-priced trucks, but they still have all the tough features you've come to expect from Toyota. The new 2.4 liter 4-cylinder SOHC engine cranks out the torque and horsepower to make hauling a maximum 1,400 lb. payload (including occupants, cargo

and equipment) no strain, yet squeezes extra miles* out of every gallon of fuel.

Fully transistorized ignition means sure starts and simpler tuneups. Torsion bar front suspension makes handling easy and gives you the feel of the road for control. The brakes are power-assisted, with discs in front, drums on the rear, for full-load stopping capability. A power-assisted Flo-thru ventilation system lets you shut out the elements and still have fresh air. From rear mud flaps to cargo tie-down hooks, everything needed for trucking is standard on these hard-working, easy driving 1981 Toyotas.

Affordable prices, fuel economy, reliability and less maintenance—that's Toyota's famous Total Economy in trucks.

*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details. Cargo pictured is for demonstration purposes only. Check specifications page for actual payload capacities.

TOYOTA 4-WHEEL DRIVE SR5 SPORT TRUCKS. BEAUTY IN THE BOONDOCKS.



In head-to-head independent testing against other small 4-wheel drive trucks, Toyota is the king of the mountains — and deserts, swamps, logging roads, even pavement.

But that's not surprising. Toyota 4-Wheel Drive Trucks are sons of the legendary

Land Cruiser, indomitable conqueror of terrible terrain all over the world.

For 1981 Toyota 4-Wheel Drive SR5 Sport Trucks are even better equipped to go where only 4-wheel drive can win through. Look at them. Sporty, aggressive styling with plenty of daylight underneath. Free-wheeling hubs. Spoke wheels. The transfer case and fuel tank are skid-plated against sharp-toothed rocks. And the engine is a new 2.4 liter 4-cylinder SOHC powerplant with more low-end torque and better fuel efficiency.* The transmission is new, too. It's a 5-speed overdrive unit for effortless cruising.

If you want trick, pick the two-tone option with chrome wheels, bumper and grille. Add power steering, air conditioning, tilt steering wheel, an AM/FM/MPX stereo radio with cassette deck and a moonroof.** Even the wild critters will give you a second look.

*See EPA mileage statement on specifications page.

**Available March, 1981.

Shown with optional equipment. See Features chart for details.



TOYOTA 4-WHEEL DRIVE DELUXE TRUCKS. BUILT TO GO WHEREVER WHEELS CAN ROLL.

If you're ready for a wilderness-wise truck that can put power to all four corners, the Toyota 4-Wheel Drive Deluxe Trucks, Standard Bed or Long Bed, have the good looks and no-extra-cost features you're looking for in our lowest-priced 4WD trucks.

With some off-road vehicles you have to buy a bundle of options just to leave the pavement. But like all Toyota 4WD Trucks, these are complete with forged-steel front tow hook, H78X15 mud and snow tires for on and off-road running, a proven 2-speed transfer case, steel skid plates and free-wheeling front hubs. A beefy 2.4 liter 4-cylinder SOHC engine supplies the go with gobs of low-end torque, while power-assisted brakes — front discs and husky rear drums — supply the stopping power. A double Cardan-type front U-joint system makes 4-wheeling smooth and reduces vibration. Up

on the flight deck, you can have air conditioning, AM/FM radio, and power-steering. And new for 1981 is the fuel-saving* engine-saving option of a 5-speed overdrive transmission for the Long Bed model. There's nothing like 4WD traction, and no better way to get it than in a Toyota 4-Wheel Drive Deluxe Truck.



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



TOYOTA HEAVY-DUTY 3/4 TON LONG BED TRUCK. THE PAYLOAD IS THE PAYOFF.

If you're looking for a combination of small truck economy, day-in day-out big load capacity to help you bring home the bacon, plus good-looking wheels for a night on the town, the 1981 Toyota heavy-duty 3/4 Ton Truck was built for you. It's hard-hat tough, with heavy-duty rear springs and heavy-duty rear axle components to put muscle where you need it. Go ahead, dish it out; this Toyota can take it—even under payloads of up to 1950 lbs. (including cargo, occupants and equipment). The 7-foot cargo bed has a heavy-gauge steel floor that will take the beating of bigger loads.

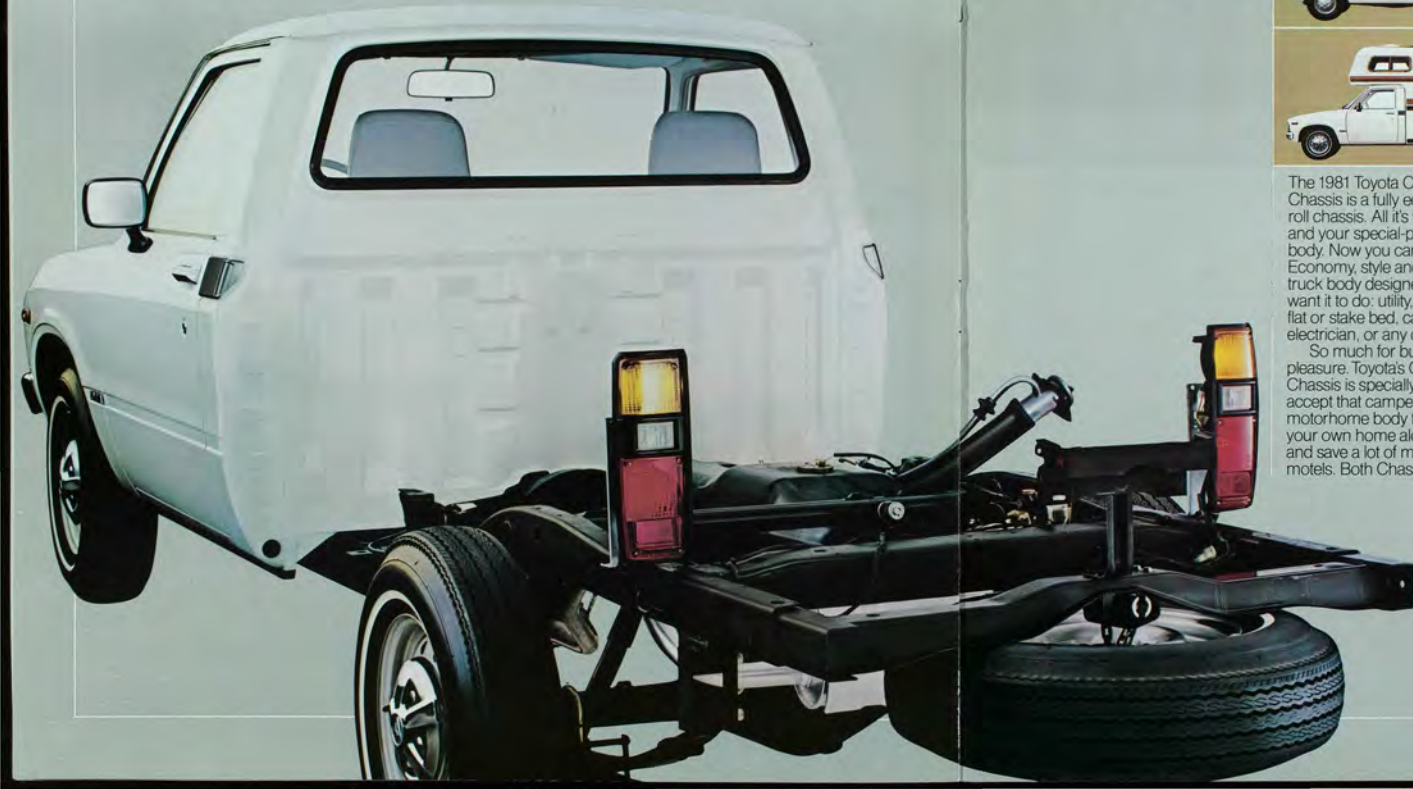
New for 1981 is a larger 2.4 liter 4-cylinder SOHC engine with increased pulling power along with an increase in fuel efficiency.* A torsion bar front suspension smooths bumps and makes steering easier in tight spots.

The brakes are power-assisted with discs up front. The rear drums have a load-sensing proportioning valve so stops are smooth and quick whether you're hauling sailboat fuel or a full load. Up in the cab is a car-like interior. A power-boosted Flo-thru ventilation system lets you shut the windows against construction site dust and still have fresh air circulation. For company, you can order an AM/FM radio. The Toyota 3/4 Ton may be just what you're looking for to keep you from buying more truck than you really need.



*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details. Cargo pictured is for demonstration purposes only. Check specifications page for actual payload capacities.

TOYOTA COMMERCIAL & CAMPER CAB/CHASSIS. TOTAL ECONOMY PERFORMANCE ON THE JOB OR ON VACATION.



The 1981 Toyota Commercial Cab/Chassis is a fully equipped, ready to roll chassis. All it's waiting for is you and your special-purpose custom body. Now you can have Toyota Total Economy, style and comfort with a truck body designed for the job you want it to do: utility, custom delivery, flat or stake bed, catering, plumbing, electrician, or any other specialty.

So much for business. Now for pleasure. Toyota's Camper Cab/Chassis is specially designed to accept that camper-type shell or motorhome body that will let you take your own home along on vacations and save a lot of money by skipping motels. Both Chassis units deliver

excellent power from a hefty new 2.4 liter 4-cylinder SOHC engine coupled to a 4-speed transmission for surprising fuel economy.* Both have heavy-duty suspension, rear axle components and heavy-duty tires to handle their 4,650 lb. GVW rating.

Power-assisted brakes — front discs combined with a load-sensing proportioning valve for the rear drums — make for a braking system that's smooth, fade-resisting and helps reduce rear-wheel lock-up.

A fully transistorized ignition system, zinc-coated muffler for long muffler life, and radiator reserve tank add the final tough-truck touches that are standard on all Toyota trucks.

*See EPA mileage statement on specifications page.
Cab/Chassis units above shown with typical custom body modifications. Similar bodies may be available through many Toyota dealers.

TRUCK FEATURES

	SR5 Long Bed Sport Truck	SR5 Sport Truck	Long Bed Deluxe	Stand- Bed Deluxe	Long Bed	Stand- Bed	4WD SR5 Long Bed Sport Truck	4WD SR5 Sport Truck	4WD Long Bed Deluxe	4WD Stand- Bed Deluxe	3/4 Ton	Camper Cab/ Chassis	Comm. Cab/ Chassis
S Standard O Optional — Not Available													
2.4 liter 4-cylinder SOHC engine	S	S	S	S	S	S	S	S	S	S	S	S	S
Fully transistorized ignition system	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 transmission	S	S	S	S	S	S	S	S	S	S	S	S	S
4-speed automatic overdrive transmission	O	O	O ¹	—	—	—	—	—	—	—	—	—	—
3-speed automatic transmission	—	—	O ¹	—	—	—	—	—	—	—	—	—	—
2-speed transfer case	—	—	—	—	—	—	S	S	S	S	—	—	—
Power-assisted brakes (front disc, rear drum)	S	S	S	S	S	S	S ²	S ²	S ²	S ²	S ²	S ²	S ²
Steel belted radial ply tires	S	S	—	—	—	—	S	S	S	S	—	—	—
H7B's 15 base-ply mud and snow tires	—	—	—	—	—	—	S	S	S	S	—	—	—
205/70R14 RWL tires	O ⁴	O ⁴	—	—	—	—	—	—	—	—	—	—	—
5-spoke white steel wheels	—	—	—	—	—	—	S	S	S	S	—	—	—
Free-wheeling/locking front hubs	—	—	—	—	—	—	S	S	S	S	—	—	—
Transfer case and fuel tank protectors	—	—	—	—	—	—	S	S	S	S	—	—	—
Tachometer	S	S	—	—	—	—	S	S	—	—	—	—	—
Tilt steering wheel	O	O	—	—	—	—	O	O	—	—	—	—	—
Power steering	O ⁴	O	O ⁴	O	—	—	O	O	O	O	O	O	O
Air conditioning	O	O	O	O	O	O	O	O	O	O	O	O	O
Oil pressure and voltmeter gauges	S	S	—	—	—	—	S	S	—	—	—	—	—
Tinted glass	S	S	—	—	—	—	S	S	—	—	—	—	—
H-back bucket seats	S ⁴	S	—	—	—	—	S	S	—	—	S	—	—
Bench seats with center panel tray	—	—	S	S	S	S	—	—	S	S	S	S	S
Tilt forward seat back	S ²	—	S	S	S	S	—	—	S	S	S	S	S
Cloth interior	O ⁴	O ⁴	—	—	—	—	—	—	—	—	—	—	—
Vinyl interior	S ⁴	S ⁴	S	S	S	S	S ⁴	S ⁴	S	S	S	S	S
Full door trim with carpeted kick panel	S	S	—	—	—	—	S	S	—	—	—	—	—
Deluxe door trim panel with arm rests	—	—	S	S	—	—	—	—	S	S	—	—	—
Floor mats	O	O	O	O	O	O	O	O	O	O	O	O	O
Full console with storage tray	S	S	—	—	—	—	—	—	—	—	—	—	—
Wall-to-wall cut pile carpeting	S	S	—	—	—	—	S	S	—	—	—	—	—
AM/FM radio	—	—	O	O	O	O	—	—	O	O	O	O	O
AM/FM/MPX stereo radio	S	S	—	—	—	—	S	S	—	—	—	—	—
8-track or cassette stereo tape deck	O	O	O	O	O	O	O	O	O	O	O	O	O
Ultrathin covered 3-spoke steering wheel	S	S	—	—	—	—	S	S	—	—	—	—	—
Power boosted Flo-thru ventilation	S	S	S	S	S	S	S	S	S	S	S	S	S
Heater/defroster	S	S	S	S	S	S	S	S	S	S	S	S	S
Front tow hook	—	—	—	—	—	—	S	S	S	S	—	—	—
Electric winch with steel cable	—	—	—	—	—	—	O	O	O	O	—	—	—
Chrome front bumper	S	S	S	S	—	—	O ¹⁵	O ¹⁵	—	—	—	S	—
Chrome rear steel bumper	O	O	O	O	O	O	O	O	O	O	O	O	O
Two-tone paint	O	O	—	—	—	—	O	O	—	—	—	—	—
Mud guards (front and rear)	S ²	S ²	S ²	S ²	S ²	S ²	S	S	S	S	S ²	—	—
Door edge guards	O	O	O	O	O	O	O	O	O	O	O	O	O
Chrome package including chrome wheels	—	—	—	—	—	—	O	O	—	—	—	—	—
Chrome wheels	—	—	—	—	—	—	O	O	—	—	—	—	—
Window package (vert and sliding rear windows)	O	O	O	O	O	O	O	O	O	O	O	O	O
Moonroof	O ¹¹	O ¹¹	—	—	—	—	O ¹²	O ¹²	—	—	—	—	—
All weather guard	O	O	O	O	O	O	O	O	O	O	O	O	O

¹California only. ²All states except California. ³With rear load-sensing proportioning valve. ⁴5-speed models only. Includes power steering and 6-inch rims. ⁵5-speed models only. ⁶Bench seat with automatic transmission. ⁷With bench seat. ⁸Bucket seats only. ⁹Knit cloth/vinyl. ¹⁰Part of optional chrome package. ¹¹Rear only. ¹²Available March, 1981.

STANDARD FEATURES

Toyota Trucks are tougher, sportier and more versatile than ever. All have a new, larger 2.4 liter SOHC engine. Depending on the model you choose, you'll have a smooth-shifting 4-speed transmission or a 5-speed overdrive transmission. All Toyota Trucks have power-assisted brakes with front discs. The 4WD Trucks, 3/4 Ton Truck and Cab/Chassis units also have a rear

brake load-sensing proportioning valve. All two-wheel drive Toyota Trucks have torsion bar front suspension. SR5 2WD Sport Trucks feature Toyota's "Soft Ride" rear suspension. Cab/Chassis units and the 3/4 Ton Truck have heavy-duty rear axle components, springs and heavy-duty tires. For the whole story, check the Truck Features chart.

OPTIONS

Toyota Trucks come with a long list of standard equipment, but there are options available for those who want to personalize their trucks. You'll find dress-up and convenience options, power steering and automatic transmissions, air conditioning, AM/FM radio, stereo tape deck, even a moonroof. See your Toyota dealer for the full list of options and accessories.



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

TRUCK SPECIFICATIONS

	2WD				4WD			
ENGINE TYPE	4-cylinder in-line SOHC				4-cylinder in-line SOHC			
DISPLACEMENT	2.4 liters (2376cc)				2.4 liters (2376cc)			
HORSEPOWER (SAE NET)	100 @ 4800 rpm (Fed.) 96 @ 4800 rpm (Cal. and at Cr/C)				100 @ 4800 rpm (Fed.) 96 @ 4800 rpm (Cal.)			
TORQUE (SAE NET)	129 ft./lbs. @ 2800 rpm				129 ft./lbs. @ 2800 rpm			
BODY/FRAME CONSTRUCTION	Welded steel cab				Welded steel cab			
SUSPENSION FRONT	Torsion bar with stabilizer bar and double-acting shock absorbers				Leaf springs with double-acting shock absorbers			
SUSPENSION REAR	Leaf springs with double-acting shock absorbers (plus heavy-duty axle and rear springs on 3/4-Ton and Cab/Chassis)				Leaf springs with double-acting shock absorbers			
STEERING TYPE	Recirculating ball				Recirculating ball			
TURNING DIAMETER	37.4 ft. Standard Bed, 40.0 ft. Long Bed				41.3 ft. Standard Bed, 43.9 ft. Long Bed			
BRAKES	Power-assisted (front disc, rear drum), with rear load-sensing proportioning valve on 3/4-Ton and Cab/Chassis				Power-assisted (front disc, rear drum), with rear load-sensing proportioning valve			
	SRS Long Bed Sport Truck	SRS Sport Truck	Long Bed/Long Bed Deluxe	Standard Bed/Standard Bed Deluxe	4WD SRS Long Bed Sport Truck/Lng. Bd. Dlx.	4WD SRS Sport Truck/Std. Bed Deluxe	3/4-Ton	Camper & Commercial Cab/Chassis
EXTERIOR DIMENSIONS (inches)								
Wheelbase	110.2	101.8	110.2	101.8	110.6	102.2	110.2	110.2
Track Width (front)	53.0	53.0	53.0	53.0	55.9	55.9	53.0	53.0
Track Width (rear)	53.1	53.1	53.1	53.1	55.1	55.1	53.1	53.1
Overall Length	184.6	169.5	184.6	184.6	188.2	170.1	184.6	N.A.
Overall Width	63.4	63.4	63.4	63.4	66.5	66.5	63.4	63.4*
Overall Height	58.1	58.1	58.9	58.9	65.9	65.9	59.6	59.6*
Bed Length	87.4	72.2	87.4	72.2	87.4	72.2	87.4	72.2
INTERIOR DIMENSIONS (inches)								
Head Room	38.0	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	40.4
Shoulder Room	54.1	54.1	54.1	54.1	54.1	54.1	54.1	54.1
AXLE RATIOS								
Front	3.727:1	3.727:1	3.417:1 ¹	3.417:1 ¹	3.900:1	3.900:1	3.727:1	4.111:1
Rear			3.727:1 ¹	3.727:1 ¹	3.900:1	3.900:1		
TRANSFER CASE								
Type					2-speed	2-speed		
Gear Ratios					High 1.00	High 1.00		
					Low 2.277	Low 2.277		
TRANSMISSIONS								
SRS/4WD Sport Truck	5-speed	5-speed			5-speed	5-speed		
Deluxe			5-speed	5-speed	4-speed*	4-speed	4-speed	4-speed
Standard			4-speed	4-speed				
GROUND CLEARANCE								
Angle of Approach ²	31.5°	31.5°	32.5°	32.5°	41.5°	41.5°	34.5°	34.5°
Angle of Departure	15.5°	15.5°	18.0°	18.0°	29.5°	29.5°	20.5°	N.A.
Differential System to Ground (front)					7.9"	7.9"		
Differential System to Ground (rear)					7.9"	7.9"		
Minimum Running Ground Clearance	6.7"	6.7"	7.5"	7.5"	11.6"	11.7"	7.5"	7.5"
CAPACITIES								
Gross Vehicle Weight (lbs.)	4100	4100	4100	4100	4550	4550	4650	4650
Payload (lbs.)*	1400	1400	1400	1400	1400	1400	1950	N.A.
Fuel Tank (gallons)	16.1	13.7	16.1	16.1	13.7	13.7	16.1	16.1
TIRES			Std. Bed Dlx./Long Bed Dlx.	Std. Bed/Long Bed				
Type	Steel-belted radial blackwall	Steel-belted radial blackwall	Bias-ply whitewall	Bias-ply blackwall	Bias-ply blackwall	Bias-ply blackwall	Bias-ply blackwall	Bias-ply blackwall
Size	E775x14	E775x14	E775x14	7.50x14	H78x15	H78x15	7.50x14	7.50x14
EXTERIOR COLORS³	White, Black, Red, Beige, Yellow, Green, Medium Blue, Dark Blue Metallic, Copper Metallic, Blue/White Two-Tone ⁴ , Red/White Two-Tone ⁴							

*Cab only. ¹4-speed. ²5-speed. ³5-speed optional. ⁴Including occupants. ⁵Whitewall/Camber only. ⁶Some colors not available on all models. ⁷Optional. N.A.—Not applicable.

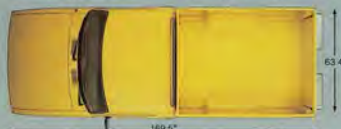
*EPA STATEMENT: EPA mileage figures not available at time of printing. Consult your Toyota dealer.

¹Remember: Compare the 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 Toyota dealer.

DIMENSIONS: Standard Bed/Standard Bed Deluxe and SRS Sport Truck



DIMENSIONS: Long Bed/Long Bed Deluxe and SRS Long Bed Sport Truck



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 this:

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, 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 7,000 owners of new small cars.