

S A T I S F A C T I O N

**THE
TOYOTA TOUCH**

Toyota Touch is the philosophy that customer satisfaction is our most important goal.

You experience the Toyota Touch the first time you enter a Toyota showroom and are greeted with courtesy and respect. The Toyota Touch means that buying a Toyota must be as reassuring and satisfying as owning a Toyota. The experience continues after you buy your Toyota: courtesy and competence combine to assure your service satisfaction.

A recent consumer survey confirms Toyota's continuing reputation for leadership in

product quality and dealer service: Tercel, Camry, Cressida, and Supra were each rated #1 in their segment for customer satisfaction.*



To help assure continued satisfaction, Toyota provides a toll-free number that you can call if you should have any questions. From any location in the continental United States, just call us at 1-800-331-4331.

The Toyota Touch is our commitment to satisfy you every step of the way. If it's important to you, it's also important to us.

GET MORE FROM LIFE...BUCKLE UP!

*J.D. Power & Associates 1987 Car CSI Study (based on 1986 vehicles).

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

M R 2



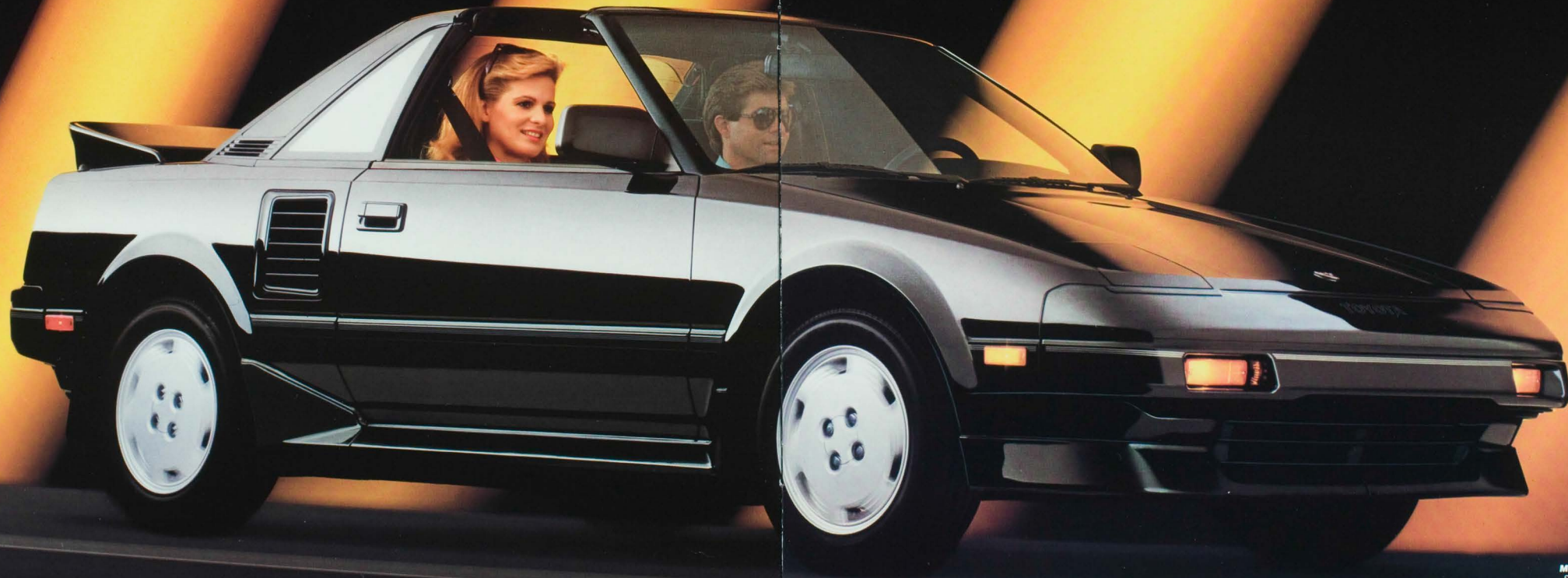
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TOYOTA

F U N T A S T I C

M R 2 D E S I G N

IN AN MR2, ORDINARY ROADS BECOME MORE INVITING.
ORDINARY RIDES BECOME MORE EXCITING.
ANY REASON TO DRIVE BECOMES REASON ENOUGH.
AND EVERYWHERE BECOMES SOMEWHERE TO GO.



MR2 with T-Bar Roof
Shown in Black Metallic

Shown with optional equipment.

FLIGHT ROOM

With the 1988 Toyota MR2, high-tech engineering hits the street. Off the line, down the straights and around the curves, the ultra-fun mid-engine MR2 and new MR2 Supercharged generate g forces and excitement few others approach, let alone match. And the aggressive, aerodynamic style tells the story, even at a quick glance.

■ **EXPERIENCE ERGONOMICS.** Recline on the soft velour of high-back bucket seats. Settle back in the snug comfort of MR2's sporty interior, which *Automobile* magazine called a "model of ergonomic perfection." Enjoy the luxury of the optional Performance Interior Package with 7-way adjustable

driver's Sport Seat, standard with optional T-Bar Roof and on MR2 Supercharged. And for the ultimate driving experience, choose the optional Leather Seat Trim Package.



■ **TAKE COMMAND.** In MR2's cockpit, all controls fall within easy, natural reach. The gear shift rests comfortably beneath your hand. The tilt wheel angles to your preference. At your fingertips are controls for intermittent wipers/washers and retractable halogen headlamps. Pedals are positioned to allow spirited heel-and-toe driving. Scan the full instrumentation, logically arranged in the aircraft-style dash. A large analog tachometer and speedometer are centered for quick, easy viewing.

■ **ADJUST THE AMBIANCE.** A power-booster Flo-thru

ventilation system is standard; dual-stage air conditioning is optional. Slide open the optional sun/moonroof, or if you've chosen the optional T-Bar Roof, enjoy the breeze with the tinted glass roof panels stowed conveniently behind the seats.

■ **TURN ON THE SOUND.** An AM/FM stereo electronic tuning radio with three speakers is standard. Options include an AM/FM stereo electronic tuning radio with auto-reverse cassette deck, built-in acoustic flavor/tone control equalizer, and five speakers for the ultimate in automotive acoustics.

■ **CHECK THE VIEW.** Through MR2's tinted glass, you have an ultra-wide, 309-degree field of vision—the result of engineering that clearly puts the driver first. Buckle up. Check the traffic in dual integrated outside mirrors. Switch on the ignition. Slip it into gear. Hit the accelerator and get ready for the most fun you'll ever have with your driving shoes on.

**Automobile, April, 1988.*



Full Instrumentation

Shown with optional equipment.

Leather Sport Seat Interior (Shown in Black)

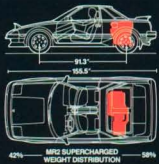
HYPERFORMANCE

For two years running, MR2's made *Car & Driver's* exclusive Ten Best Cars list.* So what tops this fast act? MR2 for 1988.

■ **POWER PLAY.** MR2's standard 1.6-liter engine receives an increase in torque and horsepower. With dual overhead cams and 16 valves, this potent powerplant has a lofty 7500-rpm redline. Toyota Variable Induction System (T-VIS) offers lightning-quick throttle response. Computerized electronic ignition, fuel injection, and air intake systems maximize efficiency. Four-wheel independent suspension, power disc brakes and quick-ratio steering provide nimble handling and optimum control. MR2's mid-engine



placement yields a near-perfect 44%/56% front-to-rear weight distribution for a lateral acceleration of 0.85 g. The new MR2 Supercharged has a 42%/58% weight distribution and a lateral acceleration of 0.92 g.



■ **BOOSTER STAGE.** For even greater performance, blast off in the intercooled, supercharged MR2 pocket-rocket. With its Roots-type "blower," computer-controlled coupling/bypass system, and an air-to-air intercooler, MR2 Supercharged puts out a pavement-peeling 145 sizzling horsepower and 140 ft-lbs of torque—a full 30% increase over last year.

■ **SPECIAL COMPONENTS.**

MR2 Supercharged gets forged pistons, a new manual transaxle with a larger clutch, a strengthened optional automatic transaxle, and a tandem brake booster. Also included are wider aluminum alloy wheels, T-Bar

MR2 SUPERCHARGED PERFORMANCE!

ACCELERATION... 0-60 MPH... 6.82 SEC.

LATERAL ACCELERATION... 0.92g

BRAKING... 60-0 MPH... 2.97 SEC.

*Source: United States Auto Club Certified Performance Figures.

Roof, full Aerodynamic Spoiler Package, special vented engine cover, and more.

■ **PROOF POWERFUL.** Built with traditional Toyota quality and unequalled pride, MR2 delivers more thrills per mile than anything in its class.

**Car and Driver*, January, 1986, 1987.



4-Wheel Independent Suspension



MR2 Supercharged
Shown in Super Red

Shown with optional equipment.

1 MR2's efficient design provides for ample front luggage space as well as easy access to the spare tire.

2 A spacious front glove compartment is recessed into the MR2's aircraft-styled dash.

3 MR2's drivetrain layout allows additional storage for your sports gear in the rear luggage compartment.

4 A console compartment, part of the optional Performance Interior Package, is convenient for holding cassette tapes and other items.

5 The standard MR2 is as stylish and fun as it is affordable, with color-keyed bumpers, front air dam, headlamp protectors, wide protective side moldings, blacked-out exterior trim and rear panel, dual outside mirrors, and flush side glass. (Shown in Dark Blue Pearl)

6 For 1988, the potent twin cam 16-valve engine has revised cam timing, new intake and exhaust manifolds, and new bi-directional fuel injector nozzles. In the process, MR2 gains torque and horsepower, yet maintains excellent fuel economy.*

7 Standard MR2 interior includes reclining bucket seats, sport door trim with large dual pockets, full carpeting, full sport instrumentation, digital quartz clock, intermittent wipers, and electric rear window defogger. (Shown in Blue Cloth)

8 For easy entry and exit, as well as providing a more comfortable driving position, a tilt wheel is standard equipment in the MR2. As part of the optional Performance Interior Package, the wheel is covered in leather.

9 Standard in the MR2 is an AM/FM stereo electronic tuning radio with three speakers that fill the interior with solid bass and clean, crisp highs.

10 The optional electronically controlled 4-speed automatic overdrive transmission has a "Normal" mode for fuel-efficient shifting and a "Power" mode for quick acceleration and improved passing power.

*See mileage statement on page 11 for details.
For further information on features and options, see page 11.

I N C O M P A R A B L E



Shown with optional equipment.

1 Dual-stage air conditioning offers an "Economy" mode for reduced fuel consumption*

2 Auto-reverse cassette deck adds tape playback capabilities to the standard AM/FM stereo electronic tuning radio.

3 Convenient stalk-mounted cruise control enhances driving pleasure on long trips.

4 Aerodynamic Spoiler Package (standard on MR2 Supercharged) includes color-keyed rear spoiler, lower side skirts, rear mudguards, and rear sunshade with logo.

5 Front-end mask protects MR2's finish and has separate covers for the pop-up headlights and turn signal cutouts.

6 Intrusion Monitoring System with electronic motion sensor helps guard against forced entry.

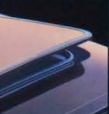
7 Tinted glass sun/moonroof has removable shade (non-T-Bar Roof models).

8 AM stereo/FM stereo electronic tuning radio with cassette deck, acoustic flavor/tone control equalizer, five speakers, and automatic power antenna delivers full-dimensional sound.

9 MR2's optional Power Package adds the convenience of power windows, power door locks, and dual power remote-controlled outside mirrors.

**See mileage statement on opposite page for details.*

DESIRABLE



| | MR2 Supercharged | MR2 |
|--|------------------|----------------|
| PERFORMANCE | | |
| 1.6-liter 4-cylinder twin cam 16-valve supercharged intercooled engine | S | — |
| 1.6-liter 4-cylinder twin cam 16-valve engine | — | S |
| Computer-controlled electronic fuel injection and ignition systems | S | S |
| Toyota Variable Induction System (T-VIS) | S | S |
| Engine oil cooler | S | S |
| Chrome-tipped exhaust | S | S |
| High-performance 5-speed manual overdrive transmission | S ¹ | S |
| Electronically controlled 4-speed automatic overdrive transmission (ECT) with shift point selector and lock-up torque converter | O | O |
| 185/60HR14 high-performance low-profile steel-belted radial tires | S | S |
| 185/60HR14 Mud & Snow all-weather low-profile steel-belted radial tires | O ² | O ² |
| EXTERIOR STYLING/DESIGN | | |
| Styled steel wheels with center wheel caps | — | S |
| Stainless steel wheel trim rings | — | O |
| Aluminum alloy wheels | S | O |
| Color-keyed anti-tilt front air dam, front and rear bumpers and wide protective side moldings | S | S |
| Color-keyed rear spoiler | S ³ | O |
| Dual integrated color-keyed outside mirrors with passenger-side wide-view convex mirror | S | S ⁴ |
| Retractable tungsten halogen headlights | S | O |
| Semi-concaved vented anti-tilt windshield wipers | S | S |
| Aerodynamic flush-mounted side and windshield glass | S | S |
| Tinted glass with upper shaded windshield band | S | S |
| Body accent pinstripes | S | S |
| T-Bar Roof with dual removable tinted panels | S | O |
| Flip-up/removable tinted sun/moonroof with shade | — | O |
| Anti-chip protectors | S | S |
| Vented fiber reinforced plastic engine hood with dual air outlets for intercooler | — | O |
| Front and rear mudguards | — | O |
| Car cover and front-end mask | — | O |
| Two-tone paint | O | O |
| High center-mount rear stoplight | S | S |
| INTERIOR COMFORTS | | |
| Electric tachometer, voltmeter, coolant temperature and oil pressure gauges | S ⁶ | S |
| Resettable tripmeter | S | S |
| Electric rear window defogger | S | S |
| Cruise control with intermittent windshield wipers with timer | O | O |
| Tilt steering wheel | S | S |
| Digital quartz clock | S | S |
| Power-assisted Flo-thru ventilation system | S | S |
| Dual-stage air conditioning with "Economy" mode | O | O |
| Front glove compartment and front console storage compartment | S | S |
| Dual large integrated door pockets | S | S |
| Reclining hi-back bucket cloth seats with cloth door trim | S | S |
| Remote front hood/rear deck/engine compartment and fuel filler door releases | S | O |
| Full carpeting | S | S |
| Carpeted floor mats | O | O |
| Front and rear luggage compartments | S | S |
| Intrusion Monitoring System | O | O |
| AM/FM stereo electronic tuning radio with 3 speakers | S | S |
| AM stereo/FM stereo electronic tuning radio with auto-reverse cassette and 5 speakers | O | O |
| AM stereo/FM stereo electronic tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer and 5 speakers | O | O |
| Premium auto-reverse cassette deck | O | O |
| PACKAGES | | |
| Aerodynamic Spoiler Package—includes color-keyed rear spoiler, lower side skirts, rear sunshade with logo and rear mudguards | S | O |
| Leather Seat Trim Package—includes leather seat trim, coordinated center console and door trim and leather-wrapped parking brake lever | O ⁷ | O ⁷ |
| Performance Interior Package—includes automatic off-headlamp system, reclining cloth bucket Sport Seats with 7-way adjustable driver's seat (2-way headrest, side bolster, seat cushion tilt, seatback recline, 3-position lumbar support and foot/ankle adjustment), leather-wrapped 5-spoke steering wheel and shift knob, center console storage compartment and cut-pile carpeting | S | O |
| Power Package—includes power windows, power door locks and power remote-controlled outside mirrors | O ⁸ | O ⁸ |

¹Wide-ratio. ²All performance and handling data contained in this brochure are for the MR2 with standard tires. ³Part of Aerodynamic Spoiler Package. ⁴Non-color-keyed. ⁵Without voltmeter on automatic transmission. ⁶With supercharger indicator lamp. ⁷Requires Performance Interior and Power Package. ⁸5-speed manual overdrive only. ⁹Requires Performance Interior Package.

| | MR2 Supercharged | MR2 |
|---|---|---|
| BODY/FRAME CONSTRUCTION | Unitized body | |
| STEERING TYPE | Quick-ratio rack-and-pinion, collapsible shaft | |
| TURNING CIRCLE DIAMETER (CURB TO CURB) | 31.5 ft. | |
| BRAKES | Power 4-wheel discs with ventilated front rotors and audible alert wear indicators | |
| SUSPENSION FRONT | MacPherson strut with offset coil springs, low-pressure gas-filled shock absorbers and spherical joint-type stabilizer bar | |
| SUSPENSION REAR | Independent dual link with MacPherson struts, offset coil springs and low-pressure gas-filled shock absorbers | |
| WEIGHT DISTRIBUTION | 42% front/58% rear | 44% front/56% rear |
| ENGINE TYPE | 4-cylinder twin cam 16-valve with Roots-type supercharger and computer-controlled electro-magnetic clutch, intercooler and EFI | 4-cylinder twin cam 16-valve EFI |
| DISPLACEMENT (SAE NET) | 1.6 liters (1587cc) | 1.6 liters (1587cc) |
| HORSEPOWER (SAE NET) | 145 @ 6400 rpm | 115 @ 6600 rpm |
| TORQUE (SAE NET) | 140 ft.-lbs @ 4000 rpm | 100 ft.-lbs @ 4800 rpm |
| COEFFICIENT OF DRAG (cd) | 0.36 | 0.36 |
| LATERAL ACCELERATION (g) | 0.92 | 0.85 |
| EXTERIOR DIMENSIONS (inches) | | |
| Wheelbase | 91.3 | 91.3 |
| Overall length | 155.5 | 155.5 |
| Overall width | 65.6 | 65.6 |
| Overall height | 48.6 | 48.6 |
| Tread width (front) | 56.7 | 56.7 |
| (rear) | 56.7 | 56.7 |
| INTERIOR DIMENSIONS (inches) | | |
| Head room (driver-side) | 36.7 | 37.4 |
| (passenger-side) | 36.5 | 37.2 |
| Leg room (driver-side) | 43.0 | 43.0 |
| (passenger-side) | 45.5 | 45.5 |
| Shoulder room | 53.2 | 53.2 |
| CAPACITIES | | |
| Luggage capacity (cu. ft.) (front) | 2.6 | 2.6 |
| (rear) | 5.2 | 5.2 |
| Fuel tank capacity (gallons) | 10.8 | 10.8 |
| CURB WEIGHT (lbs.) | 2493 | 2350 |
| 5-speed manual overdrive | 2531 | 2425 |
| ECT 4-speed automatic overdrive | | |
| WHEELS/TIRES | | |
| Wheels | 14" x 6.0" JJ Steel-Belted | 14" x 5.5" JJ Steel-Belted |
| Type | Radial | Radial |
| | Blackwall 185/60HR14 | Blackwall 185/60HR14 |
| Size | | |
| EXTERIOR COLORS (INTERIOR COLORS) | Solid Super White (Black* or Blue) Super Red (Black or Beige) Pearl Glass Coat Dark Blue Pearl (Black* or Blue) Orange Pearl (Black) | Metallic Clear Coat Gray (Black) Optional Two-Tone Black (Black Gray/Super Silver or Beige) (Black) |
| MILEAGE ESTIMATES** | 5-Speed Manual Overdrive 24/30 | ECT 4-Speed Automatic 22/27 |
| Estimated city MPG/ | | 5-Speed Manual Overdrive 26/31 |
| Estimated highway MPG | | ECT 4-Speed Automatic 25/30 |
| TOYOTA WARRANTY | 12-month/12,500-mile basic new vehicle limited warranty, 3-year/36,000-mile limited powertrain, electronic and computerized components warranty, 5-year/50,000-mile limited emission-control device warranty, 5-year/unlimited-mileage corrosion perforation warranty | |

Performance data for MR2 equipped with optional all-weather radial tires will vary. *Not available in cloth, optional leather only. **1988 EPA estimated mileage figures shown. See your local Toyota dealer for details. Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment. See Features chart. For more details on 1988 options, accessories and specifications in your area, contact your Toyota dealer.