

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

### THE TOYOTA TOUCH

The Toyota Touch is our commitment to your total satisfaction. And a simple way of saying we want all your experiences with Toyota to be the very best.

The Toyota Touch begins with quality, in the design and production of each and every new vehicle. From drawing board to final delivery—hard work, attention to detail and intense personal pride are the rules, rather than the exceptions.

The Toyota Touch is further evidenced at each dealership, where our salespeople are known for their courtesy and integrity.



Where our Parts and Service personnel are the most conscientious and capable you'll find. Their many years of experience, solidly backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service. In fact, because of its high "people-service factor," Toyota is rated Number One in customer handling over all competitive truck brands.\*

\*J.D. Power & Associates 1988 Light-Duty Truck CSI Customer Satisfaction with Product Quality and Dealer Service.

### TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be just as satisfied tomorrow as you are today. This promise is solidly backed by Toyota's no-nonsense 36-month/36,000-mile basic new vehicle limited warranty, which applies to all components other than the normal wear and maintenance items. In addition to a 5-year/50,000-mile limited emission-control device warranty, Toyota also provides a 5-year/unlimited-mileage corrosion perforation warranty.

Should you have questions about Toyota vehicles, warranties or service, contact the Customer Relations Manager at your local Toyota dealer. For additional information, you may also call Toyota's Customer Assistance Center at 1-800-331-4331—Mon.-Fri., 9 a.m. to 9 p.m., EST. After all, when you make such a major commitment, you expect nothing less. And neither do we.

GET MORE FROM LIFE...BUCKLE UP!

**TOYOTA QUALITY**  
WHO COULD ASK FOR ANYTHING MORE!

PT9-015 (B) (88) 00917-89111  
Litho in U.S.A. (1988M)  
©1988 Toyota Motor Sales, U.S.A., Inc.

TOYOTA

'89 4RUNNER





# ADVENTURER

If your idea of the perfect escape vehicle is part pickup, part sports car, part off-roader, part wagon, part commuter, and rugged and reliable through and through, then the Toyota 4Runner is just your kind

of 4x4. It'll take you to the mountains, carry you camping, drive you through deserts, haul you to that hideaway, then get you home again in smooth, comfortable fashion. And if getting out of the house just

means going for groceries or off to the nine-to-five, 4Runner turns a cross-town cruise into a real power trip. Any way you choose it, any place you use it, depend on Toyota 4Runner for the perfect adventure.



4Runner SR5 V6  
Shown in Dark Gray Metallic  
Shown with optional equipment



# CIVILIZED

**Y**ou may have left the garage door a few hundred miles behind, but you haven't left all the comforts at home—at least, not if you travel in a new 4Runner. Match it to your lifestyle as well as your

driving style and get the serious utility of a 2-passenger model or the super roominess of the 5-passenger. Stretch out in a spacious, people-proven interior that satisfies your sensibilities and pampers

you with personal touches. And take control of a rugged, take-it-anywhere 4x4 that brings civilized refinement and car-like comfort to even the wildest terrain—without compromising the pleasures of either.



**SRS Sport Seat Interior**  
Shown in Gray Cloth  
Shown with optional equipment.



# VERSATILE

Country-tough yet city-smart, a new Toyota 4Runner offers versatility, 4WD performance, reliability, and style. And for providing customer satisfaction, 4Runner's been rated at the top of the compact sport utility class for the past three years.\*

## HIGH STYLE.

4Runner is as comfortable on the boulevard as it is capable in the boondocks. Flared fender wells with mudguards cover wide all-season radial tires. The removable top is equipped with convenient sliding glass side windows. The power rear window with wiper/washer is just one of 4Runner's many standard features. In addition, SR5 and SR5 V6 models add distinctive graphic striping, and offer a host of custom styling options that include a Chrome Package and aluminum alloy wheels.

## COMFORT AND CONVENIENCE.

Standard features on 4Runner Deluxe include comfortable, contoured front bucket seats, dual outside mirrors, dual armrests, center console, and help make

day-to-day driving a true pleasure. SR5 models add power-assisted steering, tilt wheel, tinted glass, digital quartz clock, AM/FM stereo electronic-tuning radio, and much more. A full range of options includes a 7-way adjustable driver's Sport Seat in the Sport Seat Package. And with 80.9 cu. ft.\*\* of storage, there's plenty of room for cargo and passengers.

## ADVANCED TECHNOLOGY.

Toyota's time-proven 2.4-liter SOHC 4-cylinder powerplant with electronic fuel injection delivers a combination of high reliability and high economy. Or for even more power and response, choose Toyota's state-of-the-art V6 engine. With a long list of sophisticated, performance-efficient features, it's the most advanced engine design in its class.

A smooth-shifting 5-speed manual overdrive transmission is standard. Optional is an electronically controlled 4-speed automatic overdrive with lock-up torque converter that eliminates slippage and improves fuel economy.† Toyota's exclusive, long-travel Hi-Trac independent front suspension provides sure-footed traction and high running ground clearance for off-road excursions.



SR5 Full Instrumentation  
Shown in Gray

## ONE FOR ALL.

The more active your lifestyle and the greater your demands for quality and value, the more you'll enjoy 4Runner's winning combination of performance, comfort, spaciousness, and style.



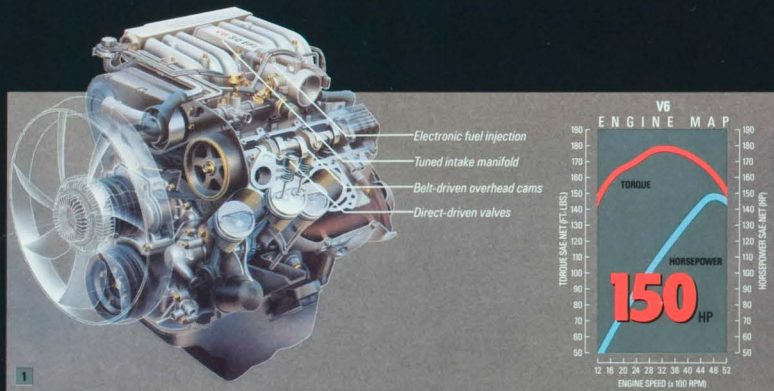
Optional 7-way adjustable driver's Sport Seat.

\*J.D. Power & Associates 1986, 1987 Compact and 1988 Light-Duty Truck CSI Customer Satisfaction, with Product Quality and Dealer Service.  
†With rear seatbacks folded down.  
\*\*See mileage statement on page 11 for details.

4Runner SR5  
Shown in Light Blue Metallic  
Shown with optional equipment.







**1** Toyota's V6 is the most advanced engine in its class. Its tuned intake manifold yields a broad torque curve. Direct-driven valve actuation reduces mechanical complexity and power loss. Electronic fuel injection precisely meters fuel flow to individual cylinders. And its knock control system changes the ignition timing to compensate for varying grades of gasoline. With unleaded fuel, this V6 produces 150 hp and 180 ft.-lbs. of torque. And on the road or off, it provides 4Runner with efficient, powerful response.

**2** Toyota 4Runner's powerful 3500-pound towing capacity\* and smooth, compliant suspension make this rugged 4x4 an ideal choice for hauling and towing.

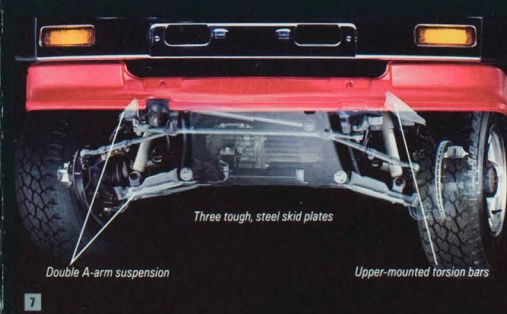
**3** 4Runner's comfortable, contoured seating offers room for up to five adults. For a big increase in cargo space and utility, one or both of the split rear seatbacks can be easily folded flat.

**4** Standard equipment on the 4Runner SR5, a convenient tilt steering wheel offers easier entry and exit and helps accommodate a wide range of drivers and a variety of driving styles.

**5** Optional electronically controlled 4-speed automatic overdrive transmission utilizes a fuel-efficient\*\* lock-up torque converter. Plus, a 2-speed transfer case offers high and low ranges for a wide variety of driving situations.

**7** Sophisticated Hi-Trac independent front suspension, equipped with gas-filled shocks on SR5 V6 models, provides exceptional comfort and control. Strong, ventilated disc brakes provide swift, sure stops.

**8** An electric power rear window comes standard on 4Runner, as does a handy wiper/washer that enhances rearward visibility in inclement weather.



4Runner's high comfort on the road is matched by its high 10.6-inch running ground clearance and high 4-wheel drive traction for sure-footed driving over rough off-road terrain.

Shown with optional equipment.

\*With manual transmission, not to exceed GVWR of 7600 lbs. Requires an additional 3500-lb. weight-carrying frame-mounted class II tow hitch.

\*\*See mileage statement on page 11 for details.

For further information on features and options, see page 11.



# OPTIONS

**1** Quiet, highly efficient air conditioning with full recirculation enhances comfort, especially during hot, humid weather and in dusty off-road conditions.

**2** Outfit your 4Runner with an optional AM/FM stereo electronic-tuning radio with auto-reverse cassette deck for rich, full-dimensional sound.

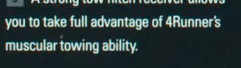
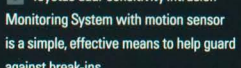
**3** Technics® AM stereo /FM stereo electronic-tuning radio has auto-reverse cassette, 5-way acoustic flavor/tone control equalizer and four speakers.

**4** For added style, choose the optional Chrome Package with durable electro-plated front and rear bumpers, trim and grille. Chrome wheels and aluminum alloy wheels are also available.

**5** Removable tinted-glass sun/moonroof with sunshade provides ventilation for enjoyable open-air motoring.

**6** To enhance your driving pleasure, 4Runner's Power Package offers the ease of power windows and door locks, power antenna, and power remote mirrors.

**7** The column-mounted cruise control maintains precise highway speed for improved fuel efficiency.\*\*



**1** Toyota's dual-sensitivity Intrusion Monitoring System with motion sensor is a simple, effective means to help guard against break-ins.

**2** A strong tow hitch receiver allows you to take full advantage of 4Runner's muscular towing ability.

\*Technics is a trademark of the Matsushita Electric Industrial Co., Ltd.

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

For further information regarding wiring converters and tow hitch receivers, please consult the 1989 Toyota Trailer Towing Guide available at your Toyota dealer.

With automatic transmission. With manual transmission. Silver painted steel wheels. Part of Functional Upgrade Package.

Without voltmeter on automatic transmission models. Fuel level/coolant temperature gauges only. Also available with 2 speakers.

Chrome headlamp trim and roof/rocker panel moldings and silver metallic wheels standard. Chrome headlamp trim and roof/rocker panel moldings standard.

# SPECIFICATIONS

S—Standard O—Optional —Not Available  
SRS V6 SRS Dlx. Dlx. V6 Dlx.  
5-Pass. 5-Pass. 5-Pass. 2-Pass. 2-Pass.

PERFORMANCE	SRS V6 5-Pass.	SRS 5-Pass.	Dlx. 5-Pass.	Dlx. V6 2-Pass.	Dlx. 2-Pass.
3.0-liter V6 DHC engine with electronic fuel injection	S	—	—	S	—
2.4-liter 4-cylinder SOHC engine with electronic fuel injection	—	S	S	—	S
5-speed manual overdrive transmission	S	S	S	S	S
Electronically controlled 4-speed automatic overdrive transmission (ECT) with shift point selector	O	O	O	O	O
2-speed transfer case with indicator light	S	S	S	S	S
Free wheeling/manual locking front hubs	S <sup>1</sup>	S <sup>2</sup>	—	—	—
Automatic-locking front hubs	S <sup>1</sup>	S <sup>4</sup>	—	—	—
Steel skid plates under front suspension, transfer case and fuel tank	S	S	S	S	S

EXTERIOR STYLING DESIGN	SRS V6 5-Pass.	SRS 5-Pass.	Dlx. 5-Pass.	Dlx. V6 2-Pass.	Dlx. 2-Pass.
Stylized steel wheels	S	S	S <sup>3</sup>	S <sup>3</sup>	S <sup>3</sup>
Chrome wheels	O	O	—	—	—
Aluminum alloy wheels	—	—	—	—	—
Forged steel front tow hook	S	S	S	S	S
Tungsten halogen headlamps	S	—	—	—	—
Dual sport-styled outside mirrors with passenger-side wide-view convex mirror	S	S	S	S	S
Front vent windows	S	S	O <sup>4</sup>	O <sup>4</sup>	O <sup>4</sup>
Tinted glass	S	S	O <sup>4</sup>	O <sup>4</sup>	O <sup>4</sup>
Tinted sliding side glass windows	S	S	S	S	S
Rear wheel well anti-chip protectors	S	S	S	S	S
Front and rear mudguards	S	S	S	S	S
Metallic paint	O	O	O	O	O
Sun/moonroof with removable sunshade	O	O	—	—	—
Power rear window	S	S	S	S	S
Rear window wiper/washer	S	S	S	S	S
Rear bumper	S	S	S	S	S
Rear hitch receiver	O	O	O	O	O
Removable rear top	S	S	S	S	S
Lockable one-touch tailgate release	S	S	S	S	S

INTERIOR COMFORTS	SRS V6 5-Pass.	SRS 5-Pass.	Dlx. 5-Pass.	Dlx. V6 2-Pass.	Dlx. 2-Pass.
Technometrics fuel level, oil pressure, voltmeter and coolant temperature gauges	S <sup>5</sup>	S <sup>5</sup>	S <sup>5</sup>	S <sup>5</sup>	S <sup>5</sup>
Mist cycle wipers/wind-stream washers	—	—	S	S	S
Electric rear window defogger	S	S	O	O	O
Power steering	S	S	O	O	O
Tilt steering wheel and intermittent windshield wipers/washers	S	S	O	O	O
Digital quartz clock	S	S	O	O	O
Power-boosted Flo-Thru ventilation system	S	S	S	S	S
Rear heater	O	O	O	—	—
Air conditioning	O	O	O	—	—
Dual overhead maplights	S	S	—	—	—
Rear passenger seat inside door release lever	S	S	—	—	—
Reclining front bucket seats with adjustable headrests	S	S	S	S	S
Cloth seat trim	S	S	—	—	—
Vinyl seat trim	—	—	—	S	—
Fold-down spill rear seatbacks	S	S	S	—	—
Remote fuel filler door release	S	S	S	S	S
Full carpeting	S	S	S	—	—
Carpeted or rubber floor mats	O	O	O	O	O
Dual rear side cargo area compartments and rear cargo area tie-down hooks	S	S	S	S	S
Intrusion Monitoring System with decals	O	O	O	O	O
AM/FM stereo electronic-tuning radio with 2 speakers	S	S	O	O	O
AM/FM stereo electronic-tuning radio with auto-reverse cassette and 4 speakers	O <sup>1</sup>	O <sup>1</sup>	O <sup>1</sup>	—	—
AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer with 4 speakers	O	O	—	—	—
Auto-reverse cassette deck	O	O	O	O	O

PACKAGES	SRS V6 5-Pass.	SRS 5-Pass.	Dlx. 5-Pass.	Dlx. V6 2-Pass.	Dlx. 2-Pass.
Functional Upgrade Package — front vent windows, tinted glass and digital clock	S	S	O	O	O
Chrome Package — includes chrome front/rear bumpers, grille, headlamp/tailight trim, windshield/roof moldings and door handles (chrome wheel arch/rocker panel moldings on Deluxe)	O <sup>4</sup>	O <sup>4</sup>	O	O <sup>4</sup>	O <sup>4</sup>
Power Package — includes power windows, door locks, antenna, outside mirrors, trouble light, fabric sun visors/headliner, passenger-side assist grip & upgraded fabric door trim	O	O	—	—	—
Cruise Control Package — includes cruise control, variable intermittent windshield wipers and "headlamp-on" warning	O	O	—	—	—
Sport Seat Package — includes cloth Sport Seats with adjustable headrests and driver-side 7-way adjustments, urethane upgraded steering wheel and shift knob	O	O	—	—	—

EXTERIOR DIMENSIONS (inches)	SRS V6 5-Pass.	Dlx. V6 2-Pass.	SRS 5-Pass.	Dlx. 5-Pass.	Dlx. 2-Pass.
Wheelbase	103.0	103.0	103.0	103.0	103.0
Overall length	174.8	174.8	174.8	174.8	174.8
Overall width	68.5	68.5	68.5	68.5	68.5
Overall height	66.1	66.1	66.1	66.1	66.1
Tread width (front)	56.3	56.3	56.3	56.3	56.3
Tread width (rear)	55.5	55.5	55.5	55.5	55.5
Cargo/bed length	79.5	79.5	79.5	79.5	79.5
Head room (front driver-side)	39.2	39.2	39.2	39.2	39.2
Head room (front passenger-side)	39.0	39.0	39.0	39.0	39.0
Head room (rear driver-side)	37.8	37.8	37.8	37.8	37.8
Head room (rear passenger-side)	41.5	41.5	41.5	41.5	41.5
Lag room (front driver-side)	32.8	32.8	32.8	32.8	32.8
Lag room (rear passenger-side)	34.3	34.3	34.3	34.3	34.3
Front	4,100.1*	4,100.1*	4,100.1*	4,100.1	4,100.1
Rear	4,100.1*	4,100.1*	4,100.1*	4,100.1	4,100.1
1,000 (low)	2,276**	2,276**	2,276**	2,276**	2,276**
2,276**	2,276**	2,276**	2,276**	2,276**	2,276**
37	37	37	37	37	37
22.5	22.5	22.5	22.5	22.5	22.5
10.6	10.6	10.6	10.6	10.6	10.6
5,180	5,180	5,080	5,080	5,080	5,080
300	700	300	300	700	700
80.9***	82.3	80.9***	80.9***	82.3	82.3
17.2	17.2	17.2	17.2	17.2	17.2
SRS V6 & SRS Mud & Snow Retained-Black-Letter Steel-Belted Radial P225/75R15			Deluxe Mud & Snow Steel-Belted Radial P225/75R15		
Solid	Interior	Rear	Optional Metallic	Rear	Optional Metallic
White	Gray or Red	White	L1 Tapez	Beige	Black
Red	Gray or Red	Red	Garnet Red	Red	Black
BlackT	Gray or Red	Black	Brown	Beige	Black
			Gray	Black	Black
			Silver	Gray	Black
ECT 4-Sp.	5-Sp.	ECT 4-Sp.	5-Sp.	ECT 4-Sp.	5-Sp.
15/18	17/20	15/18	17/20	15/18	17/20
347	388	344	388	344	388
36-month/36,000-mile basic new vehicle limited warranty. 5-year/50,000-mile limited emission-control device warranty. 5-year/unlimited-mile corrosion perforation warranty.					
*Not applicable. **Models with ECT 4-speed auto are 4,300.1. ***Models with ECT 4-speed automatic are 2,958. ****With rear seatbacks folded down. *Some codes not available in all models. †††1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. See your Toyota dealer for details.					
Some 4x4 vehicles are designed to meet off-road driving requirements. Abuse use may result in bodily harm or damage. We encourage responsible operation to protect you, your vehicle and the environment.					
Specifications and optional equipment based on information at time of printing and subject to change without notice. Some vehicles shown with optional equipment, see Specifications chart. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.					