

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 your experiences with Toyota products and personnel to be the very best.

The Toyota Touch originates 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 salespeople are known for their courtesy and integrity. Where Parts and



Service personnel are among the most capable and conscientious you'll find. Their many years of experience, backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service.

Considering the quality that's behind every car we sell, it's no wonder a Toyota has been rated the most trouble-free new car sold in America—for two years running.*

*1987, 1988 Toyota Corolla. Based on problems encountered in first 90 days of ownership.—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be as satisfied tomorrow as you are today. This promise is solidly backed by a no-nonsense 36-month/36,000-mile basic new vehicle limited warranty that applies to all components other than normal wear and maintenance items. Toyota also provides both a 5-year/50,000-mile limited emission-control device warranty, as well as 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!

PC9-007 (9/88) 0666-8903
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TOYOTA

'89 CAMRY

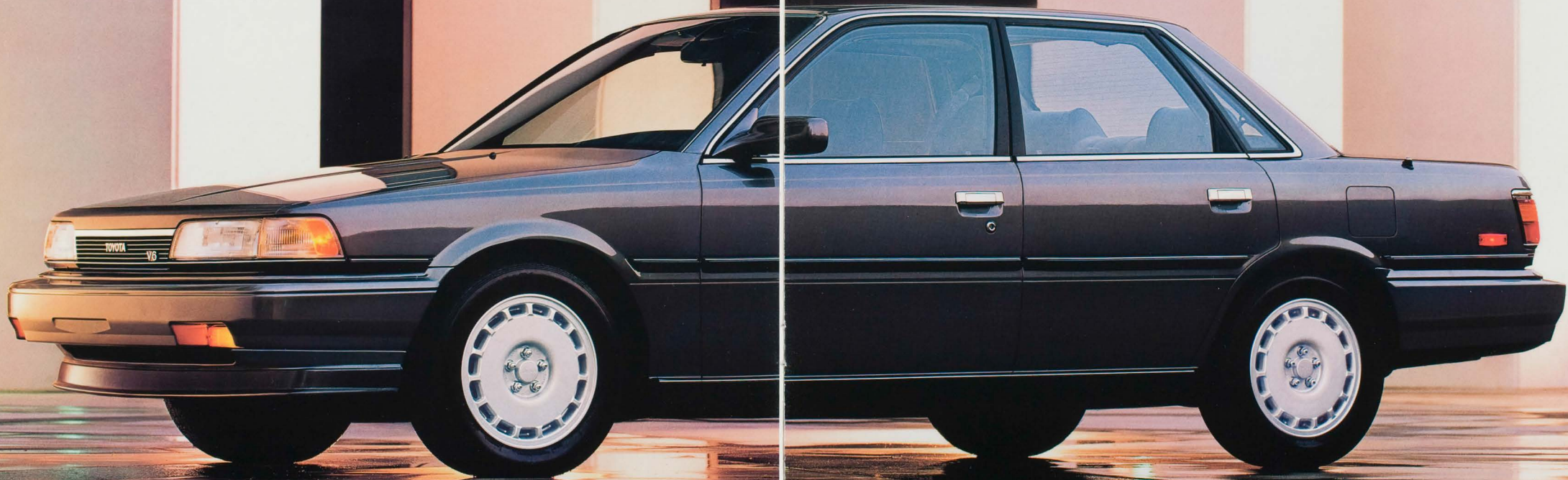


S O P H I S T I C A T E D

Truly exceptional in form and function, Camry defines the standards for comfort, quality, style and performance. And no matter what your driving needs, you'll discover a broad choice of

Camrys to fit your lifestyle: luxurious LE Sedans and Wagons, value-laden Deluxe Sedans and Wagons, All-Trac Camrys for 4-wheel traction and potent V6 models for effortless long-distance touring.

Whichever Camry is right for you, you'll get 4-door convenience, lots of space, plenty of comfort, sleek, contemporary styling and the reassurance of Toyota's outstanding quality and traditional reliability.



V6 LE SEDAN
Shown in Gray Metallic
Shown with optional equipment.

L U X U R I O U S

Inside the 1989 Camry LE Sedan, you'll enjoy seating for five in elegant style. Its reclining front bucket seats and contoured rear seats are designed to support your body in comfort. Covered with rich

velour fabric, the Camry interior is as timeless as it is stylish. Standard thoughtful conveniences include adjustable headrests, a center console with dual storage compartments, folding rear seat armrest,

and 3-point seatbelts for rear-seat passengers in the outboard positions. And for the driver, there's the added comfort of a 7-way adjustable seat, with 3-way lumbar support and vertical height adjustment.



LE Interior
Shown in Maroon Cloth
Shown with optional equipment.

UNCOMPROMISING

Camry LE Sedans and Wagons offer sophisticated styling, luxurious comfort, and responsive performance. Both provide ample space and 4-door convenience. You can select from a wide choice of models that includes the smooth power of Toyota's V6 engine, or the added traction of All-Trac all-wheel drive. These models illustrate how advanced engineering, refined styling and superior performance combine to give essential quality that is the hallmark of every Toyota.

STYLED TO PERFORM.

Camry's sophisticated style is more than just great looking; it lowers wind noise by slicing smoothly through the air. Reduced wind resistance was achieved by careful refinement in its design: aerodynamic tungsten halogen headlamps, semi-concealed wipers, aerodynamic side mirrors and flush side glass all assist in the reduction of air turbulence. LE models also



LE Wagon
Shown in Gray Metallic

feature stylish integrated color-keyed bumpers, and aerodynamic mirrors for that aggressive sports sedan look.

PROVEN PERFORMANCE.

Camry LE's advanced engines deliver plenty of power for either spirited driving or carrying a full load with ease. Both the 25-liter V6 and 20-liter four cylinder use responsive 4-valve-per-cylinder technology to achieve rewarding, reliable performance for long-distance touring. The sophisticated V6 engine has four overhead camshafts and 24 valves for truly exhilarating performance.

ELEGANT CAPACITY.

When you need extra room, but still want an elegant, comfortable vehicle, the Camry LE Wagon is the answer for your family's dreams. Velour seats, variable-assist power steering, AM/FM stereo with six speakers, 60/40 split rear seatbacks, and ample cargo capacity for a family vacation are among the standard items that make owning a Camry LE Wagon one of life's pleasures. And they're just a few of the many comfort and convenience features that make Camry such a solid investment in blue-chip Toyota Quality.

LE Sedan
Shown in Super White
Shown with optional equipment.





*Deluxe Interior
Shown in Blue Cloth*

*Deluxe Sedan
Shown in Dark Blue Pearl
Shown with optional equipment.*

Toyota Camry Deluxe Sedans and Wagons offer exceptional value and utility from the moment of purchase right up to the time you sell or trade. Camry Deluxe models also offer performance, room and traditional Toyota Quality. With a long list of standard comfort features, Camry offers a superior level of driving satisfaction.

COMFORTABLE ACCOMMODATIONS. Camry Deluxe offers comfortable accommodations for five adults. Standard features include reclining front bucket seats, plush upholstery and conveniences like a center console with armrest. Other standard features include an electric rear window defogger with timer, child-protector rear door locks, and a full-size spare tire. In the Camry Wagon, a high-opening

rear hatch makes easy work of loading and unloading even heavy parcels, while child-protector locks on the rear tailgate and auto-off headlamps add to your peace of mind.

POWERFULLY ENGINEERED. With Camry, you can enjoy the quick, responsive front-wheel drive performance and excellent fuel economy* of Toyota's reliable 2.0-liter twin-cam 16-valve engine with its computer-controlled electronic fuel injection and ignition. Or choose the more potent performance of the 24-valve 2.5 liter V6 for either Deluxe Sedan or Wagon. Whichever engine you choose, power flow is delivered through a standard 5-speed manual overdrive transmis-

sion, while an electronically controlled 4-speed automatic overdrive is an option on the Deluxe. Camry's steering and stopping are quick and easy, thanks to convenient variable-assist power rack-and-pinion steering, standard tilt wheel with memory and ventilated front disc brakes that are power-assisted.

STYLE AND SUBSTANCE. Camry's distinctive shape was refined through a process of extensive aerodynamic testing to make it more efficient and quieter on the road. It's all part of the engineering skill and quality construction that went into giving Camry the solid feel of a far more expensive automobile.



*Deluxe Wagon
Shown in Light Blue Metallic*

*See mileage statement on page 15 for details.

V E R S A T I L E

Toyota engineers gave the standard Camry Sedans and Wagons front-wheel drive to achieve superior performance in all driving conditions. For even greater versatility and control, especially during inclement weather, two sophisticated and technologically advanced systems are available on specific Camry models: the sure-footed traction of All-Trac all-wheel drive for the Camry Deluxe or LE Sedans, and the added peace of mind of a precise Anti-lock Brake System (A.B.S.), available on Camry All-Trac LE



Anti-lock Brake System (A.B.S.)

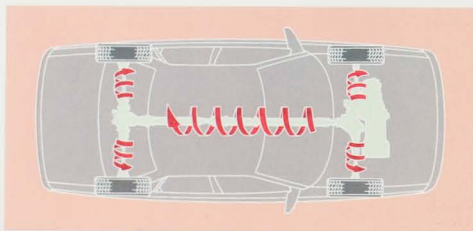
and LE Sedan equipped with the V6 engine. Both All-Trac all-wheel drive and A.B.S. help provide confident touring, especially when you're taking the family on vacations to out-of-the-way resorts.

ANTI-LOCK BRAKES

A.B.S. monitors brake performance and helps prevent wheel lockup on slippery surfaces or under hard braking. A.B.S. uses sensors to measure the speed of the wheels. When the beginning of lockup is detected (one wheel rotates much more slowly than the others), A.B.S. modifies system pressure, and helps maintain full traction during braking, while allowing the slow wheel to regain its rotating speed. An additional advantage is that A.B.S. helps prevent skidding and the accidental loss of steering control.

ALL-TRAC ALL-WHEEL DRIVE

Camry's sophisticated all-wheel drive system applies power from the engine and controls the distribution of the power to provide greatly improved traction and stability on wet or snow-covered road surfaces or other less than favorable road surfaces.



All-Trac Drivetrain

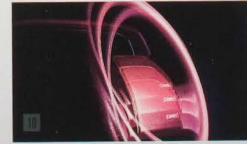
On All-Trac Camry's equipped with automatic transmissions,* All-Trac features an automatic center differential. A central computer automatically calculates the best power flow for the driving conditions. This sensitive All-Trac system can tell when either the front or rear wheels have lost traction. Ordinarily, those wheels would just spin, but with this system, power is redistributed between the front and rear to help regain normal traction. As a result, Camry All-Trac all-wheel drive with automatic transmission makes the best possible use of Camry's power to get you where you want to be, when you want to be there.

*Standard on All-Trac LE, optional on All-Trac Deluxe.

All-Trac LE Sedan
Shown in Silver Metallic
Shown with optional equipment.



F E A T U R E S



1 Both Camry LE and Deluxe offer many thoughtful features, such as this handy console-mounted cup holder.

2 LE Sedan 60/40 split rear seat-backs provide access to trunk space, while retaining seating for either one or two passengers.

3 The center console armrest with dual storage compartments is standard on all Camry LE models.

4 In Camry's spacious trunk, there's plenty of storage capacity. A low liftover height permits easy access.

5 Standard Camry Sedans, the most affordable Camrys, have a wide

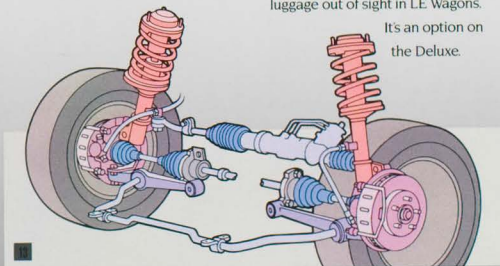
range of features, including tinted glass, variable-assist power steering and a center console. (Shown in Mahogany Pearl)

6 Camrys have automatic retracting shoulder belts in front, 3-point seat-belts in the rear outboard positions, and child-protector rear door locks to help enhance your peace of mind while driving.

7 The Wagon's storage area is fully carpeted. Standard 60/40 split seats let you carry both cargo and passengers at the same time.

8 A retractable cargo cover keeps luggage out of sight in LE Wagons.

It's an option on the Deluxe.



9 An electronically controlled 4-speed automatic overdrive transmission with fuel-efficient* "Normal" mode and responsive "Power" mode is standard on LE and optional on Deluxe models.

10 LE and Deluxe models have a tilt steering wheel with memory.

11 LE and Deluxe models have a convenient full-size spare tire that doesn't intrude into the flat cargo area.

12 V6 Deluxe and LE Sedans and Wagons are powered by a 4-cam, 24-valve engine that produces 153 horsepower for outstanding performance.

13 Camry's advanced front-wheel drive suspension uses MacPherson struts, stabilizer bar with variable-assist power steering, and power-assisted brakes for enhanced stability and control over a range of driving conditions.

The LE interior is designed for your driving pleasure with full analog instrumentation and an AM/FM stereo electronic-tuning radio.

Shown with optional equipment.

*See mileage statement on page 15 for details. For further information on features and options, see page 15 for details.

O P T I O N S



1 Push-button operated air conditioning makes even the longest trips comfortable in hot weather.

2 A luxurious Leather Seat Trim Package with coordinated door trim and leather-wrapped steering wheel and parking brake lever is optional on all LE Sedan models*

3 Nice days become nicer with a power glass sun/moonroof with sliding sunshade and maplight.

4 Enjoy the music with AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer and automatic power antenna.

5 An AM/FM stereo receiver with electronic-tuning and cassette delivers full-dimensional sound.



6 Convenient cruise control is available on all models.

7 Help protect against forced entry with a sophisticated dual-sensitivity Intrusion Monitoring System.

8 Power windows door locks and Wagon tailgate lock are part of the Power Package.



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

	FRONT-WHEEL DRIVE					ALL-TRAC	
	V-6 LE Sdn./Wgn.	V-6 Sdn./Wgn.	V-6 Dlx Sdn./Wgn.	Dlx Sdn./Wgn.	4-Dr Sdn.	All-Trac LE Sdn.	All-Trac Dlx Sdn.
PERFORMANCE	S—Standard O—Optional —Not Available						
2.5-liter 6-cylinder four-cam 24-valve V-6 engine	S	—	S	—	—	—	—
2.0-liter 4-cylinder twin-cam 16-valve engine	—	S	—	S	—	S	S
Computer-controlled EFI and ignition systems	S	S	S	S	S	S	S
Electronically-controlled 4-sp. automatic or transmission w/shift-point selector & lock-up torque converter	S	S	S ¹	O	O ²	S	O
5-speed manual override transmission	—	—	S ¹	—	—	—	—
Anti-lock Brake System (ABS)	O ³	—	—	—	—	O	—
Full-size spare tire with steel wheel	S	S	S	S	O ⁴	S	S
EXTERIOR	S—Standard O—Optional —Not Available						
Stylized steel wheels with chrome hall caps	—	—	—	S	S ⁵	—	S
Stylized steel wheels with full wheel covers	—	S	S	O	O	S	O
Aluminum alloy wheels	O	O	—	—	—	O	—
Front and rear moldings	O ⁶	O ⁶	O	O	O	S	S
Aero-style tungsten halogen headlamps	S	S	S	S	S	S	S
Color-keyed front and rear bumpers	S	S	—	—	—	S	—
Dual color-keyed power remote-controlled outside mirrors w/right-hand convex mirror	S	S	S ⁷	S ⁷	—	S	S ⁷
Driver-side outside mirror	—	—	—	—	—	—	—
Tinted glass with upper shaded windshield band	S	S	S ⁸	S ⁸	S	S	S ⁸
Protective side moldings	S	S	S	S	S	S	S
Power tinted glass sun/moonroof with sun shade and maplight	O	O	O	O	—	O	O
Rear window wiper/washer with intermittent control	S ⁹	S ⁹	S ⁹	S ⁹	—	S ⁹	—
Adjustable rear roof rack	O ⁹	O ⁹	O ⁹	O ⁹	—	—	—
INTERIOR COMFORTS	S—Standard O—Optional —Not Available						
Tachometer, coolant temp. and fuel level gauges	S	S	S ¹⁰	S ¹⁰	S ¹⁰	S	S ¹⁰
Electric rear window defogger with timer	S	S	S	S	S	S	S
Variable-assist power steering	S	S	S	S	S	S	S
Memory-type tilt steering wheel	S	S	S	S	O ¹¹	S	S
Cruise control	O	O	O	O	O	O	O
Digital quartz clock	S	S	S	S	O ¹²	S	S
Air conditioning	S	O	O	O	O	O	O
Dual visor vanity mirrors	S	S	—	—	—	S	—
Automatic illuminated entry/latch-out system	S	S	—	—	—	S	—
Courtesy interior lights, map, glove box, address door courtesy I.LE key illumin. & trunk, rear cargo area	S	S	S ¹²	S ¹²	S ¹²	S	S ¹²
Automatic-off headlamp system	S	S	S	S	—	S	—
Auto front shoulder belt system & 3-pt. rear seatbelts (loadboard positions only)	S	S	S	S	S	S	S
Reclining front bucket seats w/adjustable headrests	S ¹³	S ¹³	S	S	S	S ¹³	S
Driver's seat cushion vertical height adjustment	S	S	S	S	—	S	—
Driver's seat 3-way adjust, w/3-way lumbar support	S	S	—	—	—	S	—
Luxury velour cloth seats & rear fold-down armrest	S	S	—	—	—	S	—
Cloth seats	—	S	S	—	—	S	—
Power driver's seat w/3-way adjustment	O ¹⁵	O ¹⁵	—	—	—	O ¹⁵	—
Vinyl seats with cloth inserts	S	S	—	—	S	—	—
Fold-down split rear seatbacks	S	S	S ¹⁴	S ¹⁴	—	S	—
Child-protector rear door locks (incl. Wagon hatch)	S ¹⁶	S ¹⁶	S ¹⁶	S ¹⁶	S	S	S
Center console with storage area and armrest	S ¹⁷	S ¹⁷	S	S	O ¹⁸	S	S ¹⁷
Dual front console cup holder	S	S	S	S	O ¹⁸	S	S
Remote trunk, hood and fuel filler door releases	S	S	S	S	S ¹⁸	S	S
Full carpeting, including trunk, cargo areas	S	S	S	S	S	S	S
Carpeted floor mats	O	O	O	O	O	O	O
Rear deck cargo cover	S ¹⁹	S ¹⁹	O ¹⁹	O ¹⁹	—	S ¹⁹	—
Intrusion Monitoring System	O	O	O	O	O	O	O
AM/FM stereo electronic-tuning radio with 4 speakers (6 spkrs., Wgn) and automatic power antenna	S	S	S ²⁰	S ²⁰	O	S	O
AM/FM stereo electronic-tuning radio with auto-reverse cassette and 4 speakers (6 spkrs., Wgn)	—	—	O	O	O	—	O
Deluxe AM/FM stereo electronic tuner w/cassette and 4 speakers (6 spkrs., Wgn)	O	O	O	O	O	O	O
AM stereo-FM stereo electronic-tuning auto-reverse cassette, 5-w. acoustic, flavor, tone control equalizer with 4 spkrs., 6 spkrs., Wgn, security audio system and automatic power antenna	O	O	—	—	O	—	—
POWERAGES	S—Standard O—Optional —Not Available						
Convenience Package—dual manual remote-controlled outside mirrors, tilt wheel, digital clock, remote trunk release, cup holder and full-size spare tire	—	—	—	—	O	—	—
Power Package—power windows and door locks, key-in ignition interlock & dual illumin. vanity mirrors (LE)	O ²¹	O ²¹	O ²¹	O ²¹	—	O	—
Leather Seat Trim Package (Sedan only)—leather seat trim, leather coordinated door trim, leather-wrapped steering wheel and parking brake lever	O ²²	O ²²	—	—	—	—	—
Two-Tone Paint Package—includes two-tone paint and color-keyed moldings	O ²³	O ²³	—	—	—	—	—

*Standard on Wagon, optional on Sedan. ¹Non-electronically controlled. ²Sedan only. ³Part of Convenience Package. ⁴Without chrome hall caps. ⁵Color-keyed optional. ⁶Non-color-keyed & w/manual remote control. ⁷Without upper shaded windshield band. ⁸Wagon only. ⁹Without tachometer. ¹⁰Tachometer is optional w/5-speed manual. ¹¹Without tachometer. ¹²Without map and key illumination lights. ¹³Without map, glove box and key illumination lights. ¹⁴W-adj. adjustable headrests. ¹⁵Requires Power Package. ¹⁶Rear tailgate lock on Wagon included. ¹⁷With two storage areas. ¹⁸Trunk release, part of Convenience Package. ¹⁹Without power antenna.

	FRONT-WHEEL DRIVE					ALL-TRAC		
	V-6 LE Sdn./Wgn.	V-6 Sdn./Wgn.	LE Sdn./Wgn.	Dlx Sdn./Wgn.	4-Dr Sdn.	All-Trac LE Sdn.	All-Trac Dlx Sdn.	
BODY FRAME CONSTRUCTION	Unitized body							
STEERING TYPE	Variable-assist power rack-and-pinion, collapsible shaft							
BRAKES	Power-assisted front disc with ventilated 4-wheel disc		Power-assisted ventilated front disc with audible-alert wear indicators/rear drum			Power-assisted front ventilated 4-wheel disc		
SUSPENSION FRONT	MacPherson struts with stabilizer bar (without stabilizer bar on 4-Door Sedan)					All-wheel drive (All-Trac) with MacPherson struts and stabilizer bar		
SUSPENSION REAR	Independent dual link with MacPherson struts with stabilizer bar (without stabilizer bar on 4-Door Sedan)							
ENGINE TYPE	6-cylinder four-cam 24-valve with electronic fuel injection		4-cylinder twin-cam 16-valve with electronic fuel injection					
DISPLACEMENT	2.5 liters (250cc)		2.0 liters (1998cc)					
NOISE POWER (SAE net)	155 @ 3600 rpm		115 @ 3200 rpm					
TORQUE (SAE net)	155 ft.-lbs. @ 4400 rpm		124 ft.-lbs. @ 4400 rpm					
EXTERIOR DIMENSIONS (in.)	Wheelbase		102.4		102.4		102.4	
Overall length	182.1/183.1	182.1/183.1	182.1/183.1	182.1/183.1	182.1	182.1	182.1	
Overall width	67.4	67.4	67.4	67.4	66.5	67.2	67.3	
Overall height	54.1/54.5	54.1/54.5	54.1/54.5	54.1	54.1	54.1	54.1	
Treadwidth (front)	58.1	58.1	58.3	58.3	58.3	58.3	58.3	
Treadwidth (rear)	56.7	56.7	57.1	57.1	57.1	56.7	56.7	
INTERIOR DIMENSIONS (in.)	Head room (front)		38.1/38.3	38.1/38.3	38.1	38.1	38.1	
Head room (rear)	36.8/37.7	36.8/37.7	36.8/37.7	36.8	36.8	36.8	36.8	
Leg room (rear)	42.9	42.9	42.9	42.9	42.9	42.9	42.9	
Shoulder room (rear)	34.1/34.4	34.1/34.4	34.1/34.4	34.1/34.4	34.1	34.1	34.1	
Shoulder room (rear)	54.3	54.3	54.3	54.3	54.3	54.3	54.3	
Shoulder room (rear)	53.7	53.7	53.7	53.7	53.7	53.7	53.7	
CURB WEIGHT (lbs.)	2965/NA		2881/2921		2734/2855		2690	
5-speed manual override	3086/3196		3020/3131		2789/2900		2745	
4-speed automatic override	NA		NA		NA		NA	
CAPACITIES	Luggage capacity (rear seat up (cu ft.))		14.6/54.3		14.6/54.3		14.6*	
Cargo capacity (rear seat down (cu ft.))	NA; 65.1		NA; 65.1		NA; 65.1		NA	
Fuel tank capacity (gal)	15.9		15.9		15.9		15.9	
TIRES	Type: All-Season Steel-Belted Radial Black Wall P-56HR15							
Size	185/60HR15		185/60HR15		185/70SR14		185/70SR14	
COLORS**	Solid Exterior Super White Black		Interior Maroon or Blue Maroon or Gray		Metallic Clear Coat Exterior Silver Gray Light Copper		Interior Gray or Blue* Gray or Maroon Blue	
	Pearl Clear Coat Exterior Medium Red Dark Red Mahogany Dark Blue		Interior Maroon or Gray Maroon Beige Blue		Optional Two-Tone Metallic Clear Coat Exterior Gray/Silver*		Interior Gray or Maroon*	
MILEAGE ESTIMATES**	V-6 LE		V-6 Dlx		LE		Dlx	
	ECT 5-Sp		ECT 5-Sp		ECT 4-Sp		ECT 4-Sp	
	Auto Man. Auto		Auto Man. Auto		Auto Man. Auto		Auto Man. Auto	
Estimated city MPG/estimated highway MPG	24/31		24/31		26/32		26/32	
	19/24		19/24		24/30		24/30	
	24/31		24/31		26/32		26/32	
	22/27		22/27		22/27		22/27	
TOYOTA WARRANTY	3-yr./36,000-mile basic; new vehicle limited warranty; 5-yr./50,000-mile limited emissions-control device warranty; 5-yr./unlimited-mileage corrosion protection warranty							

NA—Not applicable. *Based on 1988 vehicles. **Some colors not available on all models. LE models only. ¹Leather Seat Trim Package only. ²1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. See your 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 Specifications chart. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.