

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—LD 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.

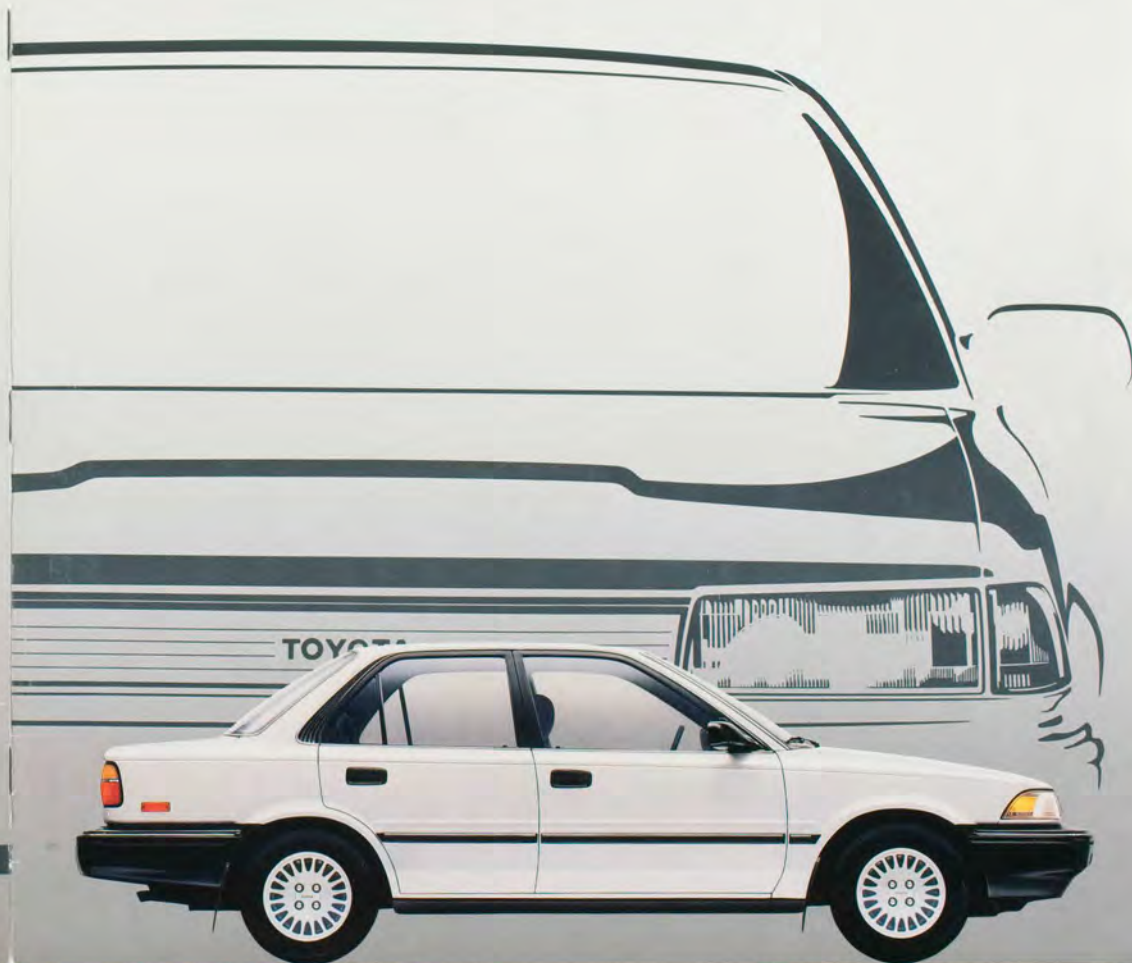
GET MORE FROM LIFE... BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

PC9-106 (1/85) (9000-8910)
Litho in U.S.A. (L830M)
© 1988 Toyota Motor Sales, U.S.A., Inc.

TOYOTA

'89 COROLLA



F L O W I N G

Corolla's fresh, aerodynamic form is traced in graceful, flowing lines. Attention to every detail perfects the harmony of the Corolla's contemporary design. Select from a range of models to meet every need.

Corolla LE and Deluxe Sedans invite you with spacious comfort and driving enjoyment. For even more room, the Deluxe Wagon has a carrying capacity big enough for all your gear. Versatile All-Trac Sedans

and Wagons tackle the weather with all-wheel drive confidence. For a well-equipped, contemporary car with sleek styling, you'll find that the Corolla SR5 or GTS Sport Coupe sets new standards in sporty value.



LE Sedan
Shown in Medium Red Pearl.
Shown with optional equipment.

COROLLA SPORT
COROLLA

The LE interior invites you to enjoy the quiet of Toyota Quality. As you slip inside, notice how the dash flows smoothly into the doors and center console to create a warm, friendly atmosphere. Softly

rounded contours enhance a feeling of stylish luxury, while its recessed door panels help contribute to a sense of spaciousness. From its color-coordinated cloth trim to thoughtful touches like its pull-out dual cup

holder and 3-point out-board rear seatbelts, Corolla LE Sedan's many appointments surround you in Toyota Quality. Corolla LE provides an environment that's unequalled for hospitality.

E X C E P T I O N A L



LE Sedan Interior
Shown in Maroon Cloth
Shown with optional equipment.

COROLLA SPORT

D E S I R A B L E

Corolla LE is the leading model of the Corolla line. Prepare yourself for a high level of style, comfort and performance. This enviable list of features has allowed Corolla LE to remain a good investment over the years.

▶ SLEEK STYLING

Corollas styling curves smoothly through three dimensions to create a sense of depth and roundness. Its sweeping, aerodynamic form combines with a spirited powerplant to give Corolla stunning good looks and responsive performance. Careful attention to detail improves wind flow over the body and reduces wind noise to provide a surprisingly low interior noise level for comfort.

▶ SURPRISING SPACE

The LE Sedan invites you inside with spacious room for five and solid driving enjoyment. Color-coordinated interiors are designed to calm and please your senses. Look around: the instrument panel is positioned low for excel-

lent visibility and flows in a sweeping line that encloses the instrumentation and puts all driving controls within the easy reach of the driver.

Attention to every detail provides for a very comfortable interior. Features such as the 6-way adjustable driver's seat, soft cloth interior and plush pile carpeting make the LE Sedan an adventure in pure comfort. Corolla LE Sedan's 60/40 fold-down split rear seatbacks let you carry long items and still allow room for rear seat passengers.

▶ SUPERB TECHNOLOGY

Velvet-smooth response from Corolla's lively twin-cam 16-valve engine puts a surge of fuel-efficient* power at your command. A rigid body and isolated subframes soothe you with a high level of quiet and comfort, while maintaining the confidence and stability of front-wheel drive.

When you need a worthwhile investment of proven quality, the LE Sedan is a perfect choice.

*See mileage statement on page 23 for details.

LE Sedan
Shown in Medium Red Pearl
Shown with optional equipment



The Corolla Deluxe is an investment in style and comfort at an affordable price. Even the smallest details have been designed to be appealing: a large glass area provides excellent visibility in all directions, while smooth, flowing lines create a contemporary profile. Integrated bumpers enhance the sweeping lines of Corolla's aerodynamic halogen headlamps.

FEATURE-FILLED INTERIORS

Intelligent design has made the Corolla Deluxe Sedan most satisfying. Inside, the Deluxe cloth interior includes firm yet deeply cushioned seats for five adults. The large trunk on the Corolla Deluxe has a convenient remote release and also features low liftover height to ease loading heavy parcels. From the attractive, color-coordinated cloth fabric and soft-touch



trim to features like its pull-out dual cup holder, child-protector rear door locks and 3-point rear seatbelts in the outboard positions. Corolla's Deluxe interior sets you at ease.

Illuminated controls are positioned close to the driver and arranged for operating ease. Corolla's ventilation system has ample capacity while its optional air conditioning keeps you comfortable even in the hottest weather or traffic.



*Deluxe Cloth Interior
Shown in Gray Cloth*



SPACIOUS WAGON.

Corolla's legendary value and reliability can be found in the fresh styling and space of a contemporary wagon. Comfort and convenience touches make the Deluxe Wagons very special indeed: durable vinyl or optional soft-touch cloth upholstery provides an attractive environment. The Deluxe Wagon has a total cargo capacity of 645 cu. ft. with the rear seat cushions folded forward and the rear seatbacks folded down.

RESPONSIVE POWER.

Corolla's 16-valve, fuel-efficient* engine gives reserve power for confident, responsive performance and relaxed passing. A 5-speed manual overdrive transmission is standard or choose the optional 3-speed automatic for added convenience. Whether you choose the Deluxe Sedan or Wagon, responsive twin-cam multi-valve performance keeps Corolla nimble even with heavy loads.

Corolla's 21-year tradition of quality and value finds its most economical expression in the 1989 Deluxe models. Innovative Toyota engineering has elevated Corolla Deluxe to an outstanding level of value.

*Deluxe Sedan and Deluxe Wagon
Shown in Silver Metallic and Super White
Shown with optional equipment.*

*See mileage statement on page 23 for details.





When the outdoors call, and you want to get away but still take a lot with you, confidently get family and luggage there with the improved traction of the All-Trac Corollas. These models offer sleek styling with the improved stability and traction of all-wheel drive: whether you choose the SR5 Wagon, the Deluxe Wagon or the new Deluxe Sedan, you experience new levels of versatility, comfort and confident, satisfying performance.

ALL-TRAC PERFORMANCE.
Corolla All-Trac models deliver power to all four wheels for improved handling and traction on wet or snow-slick roads. It's easy to benefit from all-wheel drive when you're surprised by difficult road conditions because All-Trac is always at work. An available automatic transmission on the Deluxe models contributes to effortless driving pleasure.

ALL-TRAC WAGONS
A perfect match for your on-the-go outdoor lifestyle, the All-Trac Wagon has a flat cargo floor for storage

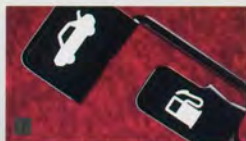
convenience with plenty of room for your luggage when you're touring. The 60/40 split rear seatbacks allow rear seating even with long parcels.

And the superior traction of All-Trac means you can confidently travel to one of those out-of-the-way resorts when you're really in the mood to get away from it all.

DELUXE AMENITIES.
The Deluxe All-Trac interior features a wraparound dash that flows into the doors and center console to create a warm, spacious atmosphere. From color-coordinated interiors and soft molded trim to features like reclining front bucket seats and 3-point rear passenger seatbelts in the outboard positions, the Deluxe sets a new standard for comfort, convenience and value. For even sportier style, choose the SR5 Wagon.

*All-Trac SR5 Wagon and Deluxe Sedan
Shown in Dark Blue Metallic/Silver
Metallic Two-Tone and Ice Blue Pearl
Shown with optional equipment.*





■ An optional tilt steering wheel lets you customize your driving position for maximum cruising comfort.

■ On LE Sedans and all Wagons, fold-down split rear seatbacks provide a 60/40 choice for seating a rear passenger and carrying long parcels.

■ Corolla's sophisticated Flo-thru ventilation system controls the distribution of air through three levels of outlets: defrosters, chest-level and floor-level for maximum comfort.

■ Corolla LE's center console offers convenient storage as well as a separate storage area for cassettes.

■ The rear trunk lid opens almost 90 degrees to ease loading of large items. Low liftover height and a wide-opening lid make parcel loading easy.

■ Wherever you look, you see evidence of thoughtful design: sun visors are recessed into the headliner for a neat, tailored look.

■ Remote-operated trunk and fuel filler door releases are other examples of Toyota's thoughtful touches.

■ 4-wheel independent suspension, rack-and-pinion steering and the reassuring handling of front-wheel drive contribute to Corolla's competent performance. (LE Sedan shown in Medium Red Pearl)

■ You get either a standard 5-speed manual overdrive transmission or you can choose optional 3-speed automatic for the Deluxe Sedan or Wagon. Corolla LE Sedan and All-Trac Deluxe models offer an optional 4-speed automatic overdrive transmission. (4-speed shown)

■ Toyota technology gives Corolla many benefits. For example, the 16-valve engine is a compact, efficient design with 90 horsepower for very responsive performance.

■ You can be confident with technology from Toyota, a leader in twin-cam multi-valve engine production. No matter which Corolla you choose, you can enjoy the performance and efficiency of Toyota's sophisticated 4-valve-per-cylinder design.



MILEAGE
CITY MPG
30
HWY MPG
35

Sculptured lines give Corolla character. Note how the roof line, drip molding and door edges flow in smooth, parallel lines.



Shown with optional equipment.

*1991 preliminary mileage figures determined by Toyota for Corolla Deluxe with 5-speed manual overdrive transmission. 1989 EPA mileage estimates not available at time of printing. See page 23 for complete information.
For further information on features and options, see page 25.

P E R F O R M E R

Sleek as the wind and powered to perform, the GTS Sport Coupe defines what's desirable for sporty personal transportation. The GTS is Corolla's hottest model. A touch of the key brings to life the

GTS 16-valve 115-hp EFI engine that delivers enough sizzle to keep you smiling the whole trip. Just one glance tells you that both Corolla Sport Coupes, GTS and SR5 are styled to perform. Their steeply

raked profiles highlight a slim grille and stylish integrated sidelamps. And because they are Corollas, GTS and SR5 also provide reassuring economy, reliability and traditional Toyota Quality.



GTS Sport Coupe
Shown in Black
Shown with optional equipment.

The Corolla GTS is styled inside and out for sporty driving. Slip inside to appreciate Corolla's many details that hint at the exhilaration the GTS offers, even for everyday driving.

COMMAND CENTER.

The sporty interior of the GTS is an invitation to excitement. As you buckle up, you sink into the comfort of soft-touch cloth and appreciate the sporting flavor of the GTS interior. The standard 4-way adjustable driver's seat gives you a commanding view of the instruments as well as the road, while an optional Sport Seat interior features high-back bucket seats with 6-way adjustable driver's seat.

You scan the large analog speedometer and tachometer cluster that's flanked by fuel level and coolant temperature gauges. Note how the low instrument panel flows smoothly into the door panels for a clean, integrated appearance and all controls are carefully grouped in an ergonomic, wrap-around cockpit. The shift lever of the standard 5-speed manual overdrive transmission is just a short reach away. Color-keyed carpeting and door trim add style, while thoughtful details such as a dual cup holder and door pockets add convenience. The 60/40 fold-down split rear seatbacks give added carrying versatility.



Twin-Cam 16-Valve Power



Sport Seat Interior
Shown in Red Cloth

THRILLING POWER.

The GTS sports Corolla's most powerful engine, a fuel-injected 1.6-liter 16-valve powerplant that develops 115 hp for superb responsiveness. And fully independent suspension with front-wheel drive and stabilizer bars give the GTS handling to match its performance.

Whenever the open road calls you to adventure and you demand the quality and reliability of Toyota in a responsive, sporty coupe, the GTS is the answer.

GTS Instrumentation
Shown in Red
Shown with optional equipment



S E N S A T I O N A L

Though the sleek Corolla SR5 Sport Coupe is styled for go, it's also built for comfort and driving pleasure. A responsive twin-cam 16-valve engine and ergonomically designed interior make even daily commutes fun.

CULPTURED LINES

The SR5 Sport Coupe exterior features a styling line that flows smoothly from front to rear, highlighting the flares over the wheel wells. Retractable headlamps, aerodynamic styling and flush surfaces help smooth air flow, reduce noise, and lower fuel requirements* at highway cruising speeds.

SPORTY ACCOMMODATIONS

The interior of the SR5 is an invitation to comfort. Reclining bucket seats with adjustable headrests are designed to hold you comfortably in

soft-touch cloth. The 60/40 fold-down split rear seatbacks are part of the optional SR5 Convenience Package. Color-keyed full carpeting and door trim add beauty, while thoughtful details like a dual cup holder and 3-point rear seatbelts add convenience and comfort to the SR5.

POWERPLANT

The SR5's sophisticated twin-cam 16-valve engine teams with front-wheel drive, a standard 5-speed manual overdrive transmission or optional 4-speed automatic overdrive to give sporty performance.

DYNAMIC

Toyota engineering has created a dependable and reliable, sporty car that will capture your heart. In the new Corolla SR5 Sport Coupe, discover the satisfaction of a quality driving experience.

*See mileage statement on page 23 for details.



SR5 Sport Coupe
Shown in Super Red
Shown with optional equipment.





The GT-S Sport Coupe features sleek, aerodynamic style and refreshingly sporty performance. Wrap-around rear lamps add a sporty look and contribute to aerodynamic efficiency.

■ A leather-wrapped shift knob for the 5-speed manual overdrive transmission illustrates how the GT-S combines sporting character with surprising comfort.

■ The optional GT-S radio is an AM stereo/FM stereo electronic-tuning radio with cassette and acoustic flavor/tone control equalizer.

■ Large standard 185/60R14 tires improve cornering performance. Styled alloy wheels are optional on the GT-S. In addition to being stylish,

alloy wheels are also lighter. By reducing unsprung weight, the wheels improve suspension performance as well as the comfort of the ride.

■ The driver's Sport Seat is optional on the GT-S. You can adjust it six ways to improve your comfort. Lumbar support and side bolster adjustments are included, so you can drive refreshed in a seat specifically tailored to your exact comfort requirements.

■ The standard SR5 interior has all the thoughtful convenience features to make it a truly comfortable environment. Relax in form-fitting bucket seats, scan the full instrumentation, and enjoy the optional AM/FM stereo electronic-tuning radio.

■ Optional power steering gives precise response and easy slow-speed maneuvering.

■ Retractable halogen headlamps add sporting style to the Sport Coupe's sleek profile and help reduce aerodynamic turbulence.

■ Aerodynamic, dual outside mirrors with power remote control are standard on the GT-S and part of the Convenience Package on the SR5.

■ A pull-out cup holder is just one of the convenience features that illustrate the thoughtful, standard items that make Corolla so desirable.

■ An optional 4-speed automatic overdrive transmission maintains the SR5's sporting character, while adding convenience.

Shown with optional equipment.

For further information on features and options, see page 25.

