

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 vehicle we sell, it's no wonder the Toyota Van has been rated the most trouble-free compact van sold in America.*

*Based on problems encountered in first 90 days of ownership—
J.D. Power & Associates 1988 New Car Initial Quality Survey
Van Supplement.

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 performance 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!

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TOYOTA

'89 PASSENGER VAN



V E R S A T I L E

The 1989 Toyota Passenger Van is just right for on-the-go families who need the space and versatility of a van but demand the comfort and handling of a car. Choose LE or Deluxe with 2 or

4-wheel drive and you'll get the compact Van named the most trouble-free van sold in America.* You'll have seating for seven, loads of cargo room and many standard convenience features. The Van's fuel-injected

engine delivers dependable, responsive power. Versatile, comfortable, spacious, economical: the Toyota Passenger Van has it all.

*Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1988 New Car Initial Quality Survey Van Supplement.



LE Van
Shown in Beige Metallic/Taupe Metallic Two-Tone
Show with optional equipment.

S P A C I O U S

Inside the LE Van, there's a world of comfort, convenience and luxury for on-the-move families who like to get up and go, wherever and whenever. The optional Swivel Seat Package

features Captain's Chairs with reclining backs, folding armrests and adjustable headrests. Satellite controls, console-mounted for the optional acoustic flavor audio system, add convenience. And you can add

a cooler ice maker to the optional dual air conditioner for traveling convenience. A spacious place with all the comfort features you'll need to take a first-class voyage. That's the Passenger Van.



Swivel Seat Package
Shown in Gray Cloth
Shown with optional equipment.

V A N T A S T I C

Here's a Van to suit the lifestyle of today's active families. It's a truly reliable, contemporary people-mover with room for seven.

In either the luxuriously appointed LE or the big-on-value Deluxe, choose 2WD or the extra traction of 4WD. You'll have the practicality of a van, a comfortable ride and the maneuverability of a car. All wrapped in a contemporary aerodynamic look.

LUXURIOUS AMENITIES

In the luxurious LE Van, you'll find such standard features as power steering, tilt wheel, power door locks, full carpeting, an electronic-tuning AM/FM stereo radio with five speakers, and even a digital clock.

The more affordable Deluxe model has many standard features, including comfortable dual front bucket seats with reclining driver's seat, front and rear ventilation and full carpeting.

4WD SECURITY

With its improved stability and traction in inclement weather, rain or snow, 4WD will help get you to those out-of-the-way parks with ease.

EXACTING STANDARDS

Whether your needs are better met by the LE or Deluxe Van, you'll benefit from Toyota's traditional quality and reliability. And, the Toyota Passenger Van is the most trouble-free compact van sold in America*.

The 2.2-liter EFI engine develops 101



4WD LE Van Instrumentation
Shown in Blue

horsepower with responsiveness and efficiency, packing plenty of muscle for full loads and long trips. There's a standard 5-speed manual overdrive transmission, and optional 4-speed automatic overdrive** Rack-and-pinion steering and a tight turning circle give an agile nimbleness that makes driving fun and enjoyable. Power-assisted ventilated front disc brakes help make secure stops.

Versatility. Luxury. Spaciousness. Comfort. Economy. Performance. Easy-riding. Maneuverable-handling. Dependability. The Toyota Passenger Van delivers the kind of all-around value and on-the-go capability that puts it right at the top of the must-have list for today's active families.

*Based on problems encountered in first 90 days ownership—J.D. Power & Associates 1988 New Car Initial Quality Survey Van Supplement.
**Standard on 4WD LE Van.



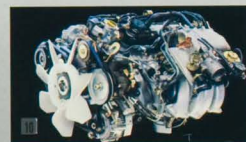
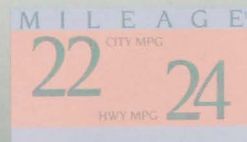
4WD Deluxe Van
Shown in Medium Red Pearl



4WD LE Van
Shown in Light Blue Metallic
Shown with optional equipment



LE Van



- 1 A nimble turning circle makes the Van ideal when you're maneuvering in heavy city traffic.
- 2 The Van's optional 4-speed automatic overdrive transmission with efficient lock-up torque converter* is ideal for convenient in-town driving.
- 3 Loading passengers is a snap, thanks to the sliding passenger-side door. Bulky items fit easily through the high overhead-opening rear hatch. The side door has an inside handle and child-protector door lock.

- 4 The tilt steering wheel is standard on LE Van and optional on Deluxe for comfortable maneuvering.
- 5 Standard power steering reduces steering effort to make parking easier.**
- 6 Three rows of seats provide seating for seven: two in front, two in the middle, and three in the rear. 3-point seatbelts help protect front-seat occupants, the occupant directly behind the driver and the rear window-seat occupants.
- 7 Passenger Vans have removable

seats for real versatility. When you need to carry bulky items and still have room for four passengers, the Quick Release rear seat can be easily removed for added cargo space.

8 With both middle and rear seats removed, you will find an astounding 149.8 cu. ft. in Deluxe Vans (149.2 in LE Vans and 141.3 with optional Sunroof Package) of rear cargo space. You've got a people carrier one minute and a cargo carrier the next.

9 Passenger Vans offer dual power-boosted Flo-thru ventilation with front and rear controls, so driver and rear passengers can set their preferred level of air circulation through tri-level vents.

10 A powerful 2.2-liter electronically fuel-injected engine delivers quick acceleration, smooth highway cruising and excellent fuel economy!

The center Captain's Chairs of the optional LE Swivel Seat Package can be turned to face the rear row of seats.

Shown with optional equipment.

*Standard on 4WD LE.
 **Optional on 2WD Deluxe.
 1989 preliminary mileage figures determined by Toyota for Deluxe Van with 3-speed manual overdrive transmission. 1989 EPA mileage estimates not available at time of printing. See page 11 for complete information.

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

