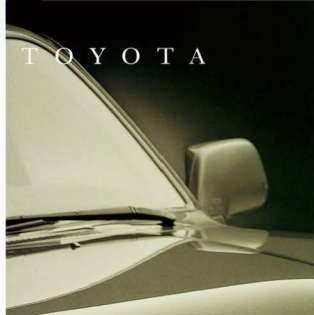


1995 TOYOTA



Land Cruiser

It's KNOWING you can get there.

LAND CRUISER | 3

FROM THE West Coast to the Ivory Coast, from the East Coast to the Gold Coast, Toyota Land Cruiser has firmly established a 43-year-old reputation for transporting adventurers to the sites of their dreams.

BUT DON'T EXPECT to be "roughing it"—this is not really an option in the 1995 Land Cruiser, not with its balance of muscle and generous accommodation insulating you from backcountry rigors. Behind that newly designed grille, which precedes the brawny 212-horsepower engine, are features ranging from a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)* to a premium sound system. Land Cruiser has refined on- or off-road motoring to the fullest. Take it where you will. Because *it* will take it.



Land Cruiser shown in Nightshade Pearl with optional equipment.

* See page 11 for more information on Land Cruiser's driver-side and front passenger-side air bag Supplemental Restraint System (SRS).



Land Cruiser shown in Abanghor. Pirelli with optional equipment.

It's a satisfying RETURN to the city.

LAND CRUISER | 7

ONCE AGAIN you've expanded your horizons and, though you'll never come all the way back, you're returning to the familiar. The way the 1995 Land Cruiser handled the wilderness replays itself in your mind. Now it has adapted to traffic, instantaneously. Legendary off-road maneuverability transforms, seamlessly, to comfortable, agile handling with wide tires, confidence-building full-time 4WD and 4-wheel disc brakes with an Anti-lock Brake System (ABS), front and back. The muscular DOHC 24-valve 6-cylinder EFI engine supplies 212 horsepower, 4-wheel coil-spring suspension with heavy-duty shocks and front and rear stabilizer bars to help smooth out the freeway before you. See? Returning isn't so hard, after all.



Land Cruiser shown in Midas Red Pearl with optional equipment.

It's 'ROUGHING IT' redefined.



The driver's master control panel conveniently groups power windows, door locks and dual color-keyed power outside mirror switches. Power window features include a safety lock-out button and "auto-down" switch that fully lowers the driver-side window with a single touch. A 60-second "retained-power" feature allows you to raise the windows even after the ignition is turned off — and the doors won't lock while the key is in the ignition.

9 integrated speakers are part of the standard high-fidelity premium sound system, turning your Land Cruiser into an on- and off-road concert hall.



Driver- and passenger-side front door courtesy lamps combine with footwell illumination to provide a clear view of your next step in or out of the Land Cruiser.



Land Cruiser's "high" and "low" backseat temperature control with heater, rear vent duct and fan helps keep rear-seat passengers comfortable.



Adjustable shoulder belt anchors* help keep driver and front-seat passengers of varied sizes more comfortably buckled in place.



Land Cruiser's split tailgate/hatch arrangement opens wide for generous amounts of cargo space — especially when you fold down the front-facing rear bench seat.

Land Cruiser interior shown with optional Grip Leather Trim Package.

*See page 12 for more information on Land Cruiser's driver-side and front passenger-side air bag. Supplemental Restraint System (SRS).

redefined.

10 | INSTRUMENT PANEL

It's comfortably close to total CONTROL.

"OH, A LAND CRUISER—going to be roughing it, are you?" You smile. It's known for its toughness. You know it also for its luxurious appointments and its deeply comfortable, spacious interior. Accommodating five passengers generously, Land Cruiser's seating configuration magically grows to seven with the optional Third Seat Package. The Package provides split rear seats that fold up and out of the way for extra cargo space when not in use. An optional glove-soft Leather Trim Package adds another luxurious touch, and front door panel illumination helps guide entering or exiting passengers and driver at night. If this is roughing it, you'll take it. Anywhere.

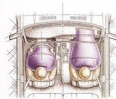
Fold down Land Cruiser's standard middle seat and you've got 90.9 cu. ft. of storage space with the capability of carrying 1,719 lbs. of payload including occupants, equipment and cargo. For more passenger room, an optional Third Seat Package is also available. It features rear seats that conveniently stow away to the side.



Land Cruiser interior shown in Out with optional equipment.



THE HANDSOME, newly redesigned and fully instrumented dash provides a sweeping panorama of all critical information. Brightly lit analog gauges are legible and easily read at a glance. Ergonomically engineered, the driver's environment provides natural-reach switches such as cruise control on the steering wheel. Features like the driver-side and front passenger-side air bag Supplemental Restraint System (SRS)* are characteristic of Land Cruiser's overall feeling of safety. The 4-speed electronically controlled automatic overdrive transmission (ECT) and Premium Electronically-Tuned Radio (ETR)/Cassette sound system with 9 speakers emphasize the Land Cruiser's effortless.



Land Cruiser's driver-side and front passenger-side air bags are a Supplemental Restraint System (SRS)* designed to inflate in a severe frontal collision. In all other accidents, seatbelts offer primary protection, and the air bags will not inflate. Do not sit or place objects close to an air bag. To minimize the risk of severe injury or death in all types of crashes, seatbelts must be worn at all times by all vehicle occupants. See your Owner's Manual.

* Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury. Please see the Owner's Manual for instructions on child seat usage.



It's TECHNOLOGY for your sake, not its own.

MEANINGFUL TECHNOLOGY has reached an all-time high in the 1995 Land Cruiser. Its formidable power is a must in backcountry, necessary in traffic and a pleasure on the open road—the 4.5-liter 6-cylinder 24-valve electronically fuel-injected (EFI) engine can handle over 1,700 lbs. of payload* and 5,000 lbs. of towing capacity.** An improved diagnostic system sophisticates the big inline-6 even more. The smooth 4-speed ECT transmission has been programmed to include a “second start system” that helps Toyota’s highest-class 4WD vehicle to virtually “walk” out of a slippery situation in second gear. When pavement fades, com-

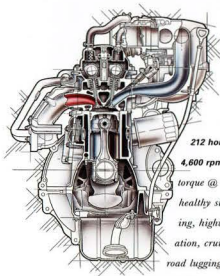


The 4-speed electronically controlled automatic overdrive transmission (ECT) provides smooth moves in any case, while a 2-speed transfer case doubles your choice of options.

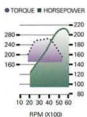
fort and command won't—Land Cruiser's 4-wheel coil springs and heavy-duty shocks provide smooth passage. More than 10 inches of running ground clearance and 8.9 inches of rear suspension travel help assure contact with uneven surfaces—the ups and downs of off-road rigors won't faze this adventurous wanderer. Disc brakes are now featured on all four corners, along with a standard Anti-lock Brake System (ABS) all around. Hard-working technology has hit a high in Land Cruiser.

*Including occupants, equipment and cargo.

**New Towing Capabilities in the Features/Specs Charts on page 17 for details.



212 horsepower @ 4,600 rpm, 275 lb.-ft. of torque @ 3,200 rpm—healthy stats for hauling, highway acceleration, cruising or off-road logging power. The DOHC Sequential Multipoint Electronically Fuel-Injected engine offers properly channeled muscle for all occasions.



Land Cruiser's full-time 4WD helps prepare you for what lies down the road. For snow, ice or off-road adventure, engage the standard locking center differential for loads of torque and traction. For more efficient highway driving, simply disengage.



1 Heavy-duty shocks are matched to an equally reinforced 4-wheel coil-spring suspension that handles rough country with ease, and highways with smooth comfort. Front and rear stabilizer bars help provide excellent handling performance, whatever the terrain.

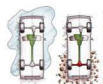
2 New for 1995, large disc brakes on all four wheels and the standard Anti-lock Brake System (ABS) emphasize the control and added safety in every Land Cruiser, whether on- or off-road, interstate or two-lane.

3 For lasting beauty and protection, the Land Cruiser is treated with multiple coats of paint that minimize chipping. Extensive use of special

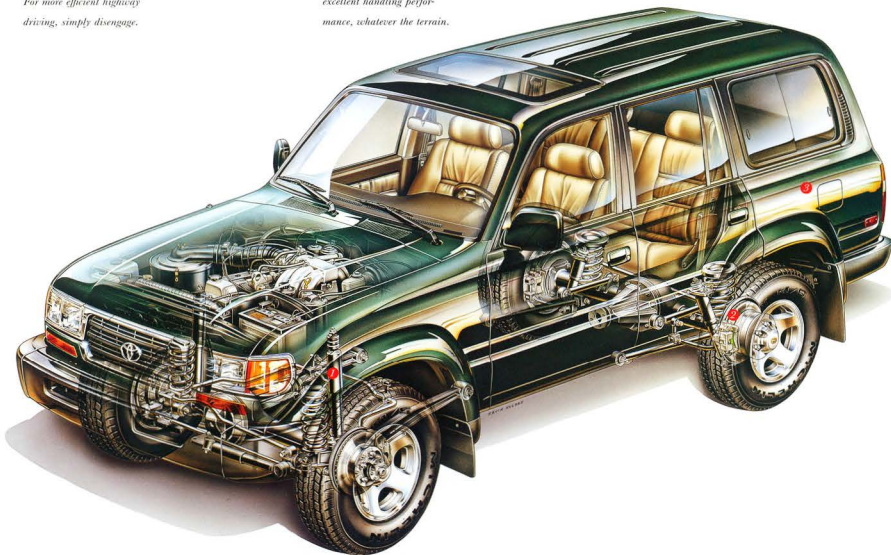


corrosion-resistant galvanized steel sheets helps fight rust and elements.

Optional locking front and rear differentials with viscous limited-slip center differential allows you to lock front and rear axles with the twist of a dial. No other civilian vehicle offers this option, which results in exceptional traction where you need it the most.



Enjoy the added control and confidence of the standard 4-wheel Anti-lock Brake System (ABS). A computer modulates brake pressure to help prevent wheel lockup and help you maintain steering control during sudden or emergency stopping.





Land Cruiser shown in Two-Tone Desert Dawn Metallic/Gray Metallic with optional equipment.



A S A C O M P A N Y that's been a part of America for 38 years, Toyota's ultimate goal is your complete satisfaction. To this end, Toyota is devoted to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have a C O M M I T M E N T that it will live up to the reputation of quality for which Toyota is known. This dedication to you also extends to the way Toyota does business here in A M E R I C A . That's why Toyota has a total investment of more than \$5 billion in the American market including design centers, testing facilities and manufacturing plants. In fact, many of the Toyota Corollas, Camrys, and all new Avalons and Tacomas sold in the U.S. are built right here. Over 84,000 men and women are employed in the U.S. by Toyota and Toyota dealers. P A R T N E R S H I P S with hundreds of American suppliers also have had a significant economic impact across the United States.



From Toyota's substantial national investment in the U.S. to local efforts at the dealer level, the Toyota family is working hard to ensure complete S A T I S F A C T I O N throughout your ownership experience.



T O Y O T A T O U C H is a philosophy in action. It's our effort to make all your experiences with Toyota

the very best: from the time of your initial contact, during the sale and throughout the entire life of your car, our focus is your complete satisfaction. And there's no better example of this than the Toyota Touch

L E A S E. Through the Toyota Touch Lease, you can drive a new Toyota with the lease term that's right for you, and still have the option of purchasing the vehicle at lease end. And because Toyota vehicles

have a historically high resale value, monthly payments tend to be low, thereby making a Toyota Touch Lease even more attractive. The reason for this is **S I M P L E**.

When you lease a vehicle, you pay for the difference between the initial cost of the vehicle and its projected value when your lease period is over (rather than the entire cost of the vehicle). In other words, you're only paying for what you use. What's more, all new

Toyota vehicles are eligible under the Toyota Touch Lease and, just like a purchase,

your leased vehicle carries a Toyota new-vehicle limited warranty. So, see your participating Toyota dealer for details to find out more about how easily a Toyota

Touch Lease can put **Y O U** into the Toyota you've always dreamed of driving.

For additional information, call our Customer Assistance Center at 1-800-331-4331

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LAND CRUISER



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T100



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CELICA



MR2



SUPRA