



1995 TOYOTA

TOYOTA TOUCH 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

LEASE. 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 SIMPLE. 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 partic-

ipating Toyota dealer for details to find out more about how easily a Toyota

Touch Lease can put YOU into the Toyota you've always dreamed of driving.

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

(weekdays 9 a.m. to 9 p.m. EST). Or our Telecommunications Device for the Deaf

(TDD) at 1-800-443-4999. Buckle Up! Do it for those who love you.



4RUNNER



LAND CRUISER



TACOMA



T800



TERCEL



COROLLA



CAMRY



AVALON



PRIUS



PASO



CELICA



MR2




SUPRA

Ter cel



DRIVING PRINCIPLES



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.



These are the TIMES. This is the car.

2-DOOR DX | 5

FEAST YOUR EYES on the all-new 1995 Tercel 2-Door DX Sedan — a smart, affordable, forward-thinking car that features a remarkable combination of good looks, technology and style — all in one neat, economical package. Playful, savvy, practical, yet sophisticated, Tercel is the perfect mix of value and fun.

START WITH its totally redesigned exterior. Sleek and sporty, Tercel's styling highlights include a new kick-up trunk lid for outstanding aerodynamics, plus a cleaner, more angular grille design. Move onto the technical front and you'll discover an impressive list of mechanical improvements, many of which are evidenced in a remarkable new 1.5-liter 16-valve DOHC electronically fuel-injected (EFI) engine that actually *boosts* power while also improving gas mileage (try 31 city/39 highway)*. Factor in refinements to safety and overall body-strength

technology, and you've got the perfect car for the times — and not a moment too soon.



* See EPA mileage statement on page 17 for details.

2-Door DX Sedan shown in Sierra Green Metallic with optional equipment.

It's like taking your **LIVING ROOM** along for the ride.

WELL, ALMOST. The point is to make you feel at home in your car — and that's exactly what the interior of the remarkable new Tercel DX is designed to do. Everywhere you look you'll discover an attention to design and detail that'll make you think you're sitting in a far more expensive car. High-back front bucket seats, for example, that feature deeply supportive contours, built-in headrests and rich fabric upholstery that's soft to the touch. There's also full carpeting, loads of head room and the smart instrumentation of a state-of-the-art dash.

AND the personal touch doesn't stop there. You also get a dual cup holder, dual door map pockets, plus a handy center console unit that gives you a place to put cassette tapes, compact discs — even an additional 12-oz. cup. And who needs television when you've got the option of an ETR (Electronically-Tuned Radio)/Cassette or the dynamic sound of Toyota's new 3D CD (3-Disc in-dash) Changer. So ease back and relax. Tercel has the comfort and quality to make you feel at home.



2-Door DX Sedan interior shown with Oak Cloth and optional equipment.

LIVING ROOM along for the ride.



Power windows. Power door locks. A driver-side one-touch "auto-down" feature. You get it all when you choose the 4-Door DX optional Power Package.



Available as part of the Convenience Package, this fold-down 60/40 split rear seat creates an open channel to the trunk to make stowing odd-shaped cargo a whole lot easier.



To help keep driving comfortable, the 4-Door DX Sedan comes equipped with adjustable front shoulder belt anchors. They're designed to adapt to you — not the other way around.



Aerodynamically designed dual outside mirrors are standard on Tercel DX models. Opt for the Convenience Package and your mirrors come equipped with the ease of manual remote control.

Clean and uncluttered, the Tercel DX dashboard features easy-to-read gauges, optional CFC-free air conditioning, an in-dash storage box, plus an optional Deluxe ETR/Cassette that's within easy reach.



It's making ROOM for your friends.

4-DOOR DX | 9

THEY SAY good friends are hard to find.

Finding a place to put them all, however, is easy when you've got the sit-back-and-relax comfort of a Tercel 4-Door DX Sedan. Like its 2-Door counterpart, it has just the right amount of leg, head and elbow room (plus the added convenience of two extra doors). And both feature such Tercel standards as a wider trunk opening for easy loading; durable upholstery to soak up wear and tear; plus a host of technical improvements that maximize performance and efficiency while also reducing exhaust.

A N D, of course, there's always Toyota's reputation for quality, reliability and dependability. No wonder Tercel has been ranked by J.D. Power and Associates as Best Model in its Price Class in Initial Quality for the last two years running!



*J.D. Power and Associates 1993 and 1994 Initial Quality Studies™ 1994 study based on 11,960 consumer responses including owner-reported problems during the first 90 days of ownership. Price Class claim based on under \$12,000 average median transaction price.

4-Door DX Sedan shown in Wild Mint Metallic with optional equipment.

It's staying TWO STEPS ahead.

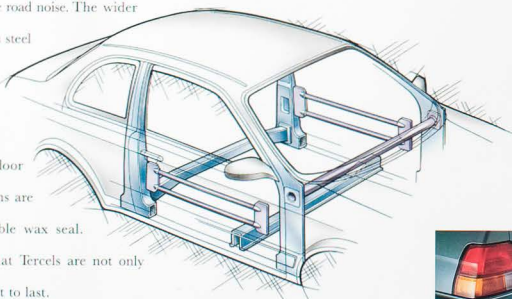
SAFETY/TECHNOLOGY | 11



Standard power-assisted ventilated front discs and rear drums are designed to give you assurance behind the wheel. Front discs even come with an audible-alert sensor that lets you know when it's time to have brake pads replaced.

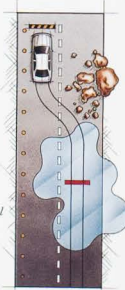
A GREAT CAR should anticipate your needs, not merely react to them. That's why the all-new Tercel has been completely redesigned around an exceptionally strong frame that's engineered to help protect passengers in the event of an impact. The result is the kind of structural integrity you'd expect to find in a much more expensive car. New protective measures include the use of high-tensile-strength steel throughout the car body; new welded reinforcements on all major joints; plus side-door impact beams that meet 1997 Side Impact Standards not tomorrow, but today.

STILL, it's the little things that really make Tercel special. New strategically placed vibration-dampening material, for example, to help isolate the cabin from excessive road noise. The wider use of anti-corrosion steel sheets for durability and long life. And the fact that hinges, lower door panels, door edges and hood hems are coated with a durable wax seal. Further evidence that Terceles are not only built strong, but built to last.



Tercel's exceptionally strong steel frame works in conjunction with side-door impact beams and welded reinforcements on all joints to help keep occupants protected in the event of an impact.

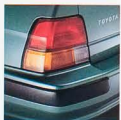
The Toyota driver-side and front passenger-side air bags are a Supplemental Restraint System (SRS)* designed to inflate in a severe frontal collision. In all other accidents, seatbelts offer primary protection, and the air bags will not inflate. Do not sit or place objects close to an air bag. To minimize 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.



A 4-wheel Anti-lock Brake System

(ABS) is optional on all Terceles. ABS utilizes a computer with front and rear sensors to help avoid brake lockup and maintain steering control during sudden stops, wet weather or dry.

Further evidence of Tercel's savvy comes in the form of innovative bumper protection moldings, which are easy to replace and designed to lower repair costs in the event you have one of life's little scrapes.



Tercel's completely redesigned exterior features sleek, aerodynamic styling that's as impressive in a wind tunnel as it is on the road.



2-Door DX Sedan shown in Super Red with optional equipment.

* 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.

12 | 2-DOOR SEDAN

It's JEANS and a T-shirt.



2-Door Sedan shown in Platinum Metallic with optional equipment.

IT'S FEELING relaxed. Being yourself. Getting comfortable. Take a slow walk around the all-new Tercel 2-Door Sedan and you'll quickly see what we mean. Outside you get sporty new styling. A solid 1.5-liter 16-valve electronically fuel-injected (EFI) engine that delivers better gas mileage* and more power. Plus a fine-tuned front independent MacPherson strut suspension system for a smoother ride.

INSIDE you get the ease of rack-and-pinion steering. Contoured front bucket seats. A stylish dash—not to mention plenty of head room and great all-around comfort. And that's to say nothing of Toyota's reputation for quality and dependability. So try a Tercel 2-Door Sedan on for size. When it comes to value and comfort, few cars offer a better fit.

*See EPA mileage statement on page 17 for details.



With its 4-speed manual overdrive transmission, 11.9-gallon tank and high fuel economy (33 city/39 highway),* Tercel makes trips to the pump few and far between.



Tercel's roomy trunk features 9.3 cu. ft. of storage space along with a low liftover opening for easy loading of everything from luggage to groceries to sporting equipment.



The optional ETR features AM/FM quartz tuning and 2 strategically placed speakers. It's all part of an interior that includes front bucket seats with integrated headrests, full carpeting and mist-cycle windshield wipers.



IT'S SAYING "this car is mine." And your Toyota dealer is ready to help with a wide assortment of options and accessories that are specifically designed to fit your new Toyota Tercel. After all, there's no better way to personalize the Tercel you've chosen and make it truly your own.

WILL IT BE a comfort upgrade? An added dash of convenience or a splash of style? Maybe you'll opt for the fold-down 60/40 split rear seat as part of the DX Convenience Package, or the new Toyota 3D CD (3-Disc in-dash) Changer* which allows you to play up to three discs without ever touching a button. The choice is yours. And remember—Toyota vehicles are built with popular option combinations.

Not all options are available separately. Your Toyota dealer can help find the Tercel that is right for you.



The handsome accessory wheel covers are the ideal complement to Tercel's sporty styling and make a great addition to 2-Door Sedan models (standard on DX models).



The Deluxe ETR/Cassette is available on all but 2-Door Sedan models and works in conjunction with 4 strategically placed speakers to fill your Tercel with dynamic sound.



The center-console armrest is a great accessory in and of itself, but underneath you'll find a convenient storage well for tapes and personal items you want kept out of sight.



The new Toyota accessory 3D CD is a 3-disc in-dash Changer that lets you play hours of music without ever having to touch a button.*



To avoid the curse of grocery bags that roll around in the trunk, try Tercel's simple cargo net accessory. It's a quick and easy way to keep everything in its place.



Protect your investment with the Tercel front-end mask accessory. Made of durable vinyl, it helps keep rocks and minor road debris from nicking or chipping your new car's paint.



* Available on DX models with optional 4-speaker system only.

Color and Fabric Options



Platinum Metallic
with Gray Interior



Vivid Mint Metallic
with Gray or Oak* Interior



DX Cloth in Gray or Oak (shown)



Supra Red
with Gray or Oak* Interior



Supra White
with Gray or Oak* Interior



Standard Vinyl in Gray



Sierra Green Metallic*
with Gray or Oak* Interior



Ruby Pearl*
with Oak Interior



Nightshade Pearl
with Gray Interior



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Features

MECHANICAL	Sedan	2-Door	2-Door DX	4-Door DX
Anti-lock Brake System (ABS)—includes larger temporary spare tire	O	O	O	O
Brakes—power-assisted ventilated front disc/rear drum	S	S	S	S
Drivetrain—front-wheel drive	S	S	S	S
Engine—1.5 liter 4-cylinder twin-cam 16-valve electronically fuel-injected (EFI)	S	S	S	S
Ignition system—Distributorless Toyota Direct Ignition (TDI)	S	S	S	S
Steering—rack-and-pinion	S	S	S	S
Steering—power-assisted rack-and-pinion	—	O	O	—
Tires—All-Season 155/5R13 steel-belted radial	S	S	S	S
Transmission—4-speed manual overdrive	S	—	—	—
Transmission—5-speed manual overdrive	—	S	S	—
Transmission—3-speed automatic	O	—	—	—
Transmission—4-speed automatic overdrive	—	O	O	—

EXTERIOR	Sedan	2-Door	2-Door DX	4-Door DX
Bumpers—color-keyed	—	O	O	—
Glass—tinted	—	S	S	—
Grille—color-keyed	S	S	S	—
Headlamps—aerodynamic halogen	S	S	S	—
Mirror—black driver-side outside	S	—	—	—
Mirrors—dual black outside	A	S	S	—
Mirrors—dual black remote-controlled outside (part of Convenience Package)	—	O	O	—
Moldings—black protective body-side	—	S	S	—
Wheel covers—full	A	S	S	—
Windshield wipers—mist-cycle	S	S	S	—
Windshield wipers—intermittent (part of Convenience Package)	—	O	O	—

INTERIOR	Sedan	2-Door	2-Door DX	4-Door DX
Air conditioning—CFC-free	O ¹	O ¹	O ¹	—
Carpeting—full	S	S	S	—
Clock—digital quartz (part of Convenience Package)	A	O ¹	O ¹	—
Cup holder—dual	—	S	S	—
Cup holders and storage pockets—rear quarter-area	S	S	S	—
Defogger—rear window	O	O	O	—
Gauges—speedometer, coolant temperature and fuel level, odometer and tripmeter	S ²	S	S	—
Map pockets—dual front door	S	S	S	—
Releases—remote hood, trunk and fuel-filler door	S ³	O ⁴	O ⁴	—
Seats—reclining front bucket with integrated headrests	S	S	S	—
Seat material—vinyl	—	S	—	—
Seat material—fabric	—	S	S	—
Seat/rear—fold-down 60/40 split with security lock (part of Convenience Package)	—	O	O	—
Warning lights—air bag, seatbelts, brake, oil pressure, engine, battery and door ajar	S	S	S	—

PACKAGES	Sedan	2-Door	2-Door DX	4-Door DX
All-Weather Guard Equipment Package—includes luggage door trim, larger wiper washer tank, heavy-duty rear window defogger with timer, battery, starter, alternator, windshield wiper motor and heater	O	O	O	—
Convenience Package—includes dual black remote controlled outside mirrors, fold-down 60/40 split rear seat with security lock, intermittent windshield wipers, remote trunk and fuel-filler door releases, digital quartz clock and full trunk trim	—	O	O	—
Power Package—includes power windows and door locks	—	—	—	O

STANDARD EQUIPMENT	Sedan	2-Door	2-Door DX	4-Door DX
ETR (Electronically-Tuned Radio)—with 2 speakers	O ¹	O ¹	O ¹	—
Deluxe ETR—with 4 speakers	—	O	O	—
Deluxe ETR/Cassette—with 4 speakers	—	O	O	—
Mid-line ETR/Cassette—with 4 speakers	—	A	A	—
Cassette Deck—auto-reverse with Dolby® (for above ETR)	A	A	A	—
Compact Disc Deck—(for above 4-speaker ETR systems only)	—	A	A	—
CD Changer—Toyota 3D CD Disc in-dash, for above 4-speaker ETR systems only	—	A	A	—
CD Changer—6-Disc (for above 4-speaker ETR systems only)	—	A	A	—

ACCESSORIES	Sedan	2-Door	2-Door DX	4-Door DX
Cargo net—rear trunk area	A	A	A	—
Floor mats—carpeted	A	A	A	—
Max—front-end with storage bag	A	A	A	—
Mudguards—front and rear	A	A	A	—
Security System—Toyota Vehicle Security System (TVSS) with remote control	A	A	A	—
Storage box—center console	A	A	A	—
Wheel locks—steel	A	A	A	—

SAFETY: At Toyota, our concern for your safety is paramount. That's why every Toyota Car and Truck is equipped with a host of safety features that are designed to help protect you against the unexpected. Because, ultimately, the most important thing that will go into any new Toyota is you.

1995 TERCEL SAFETY FEATURES

- Air bags—driver side and front passenger-side Supplemental Restraint System (SRS)*
- Anti-lock Brake System (ABS)—optional
- Body structure—crumple zones and side-door impact beams
- Door locks (4-Door DX)—child-protector rear
- Seatbelts/front—3-point and front passenger Automatic Locking Retractor (ALR)/Emergency Locking Retractor (ELR)
- Seatbelts/rear—3-point rear outboard-passenger Automatic Locking Retractors (ALR)/Emergency Locking Retractors (ELR) and center lap belt
- Shoulder belt anchors (4-Door DX)—adjustable driver- and passenger-side
- Steering column—collapsible

Specs

MECHANICAL/PERFORMANCE	Sedan	2-Door	2-Door DX	4-Door DX
Brakes—power-assisted	(front) Ventilated discs			
	(rear) Drums			
Construction—body/frame	Unitized body			
Drivetrain	Front-wheel drive			
Engine	(type) 4-cylinder DOHC 16-valve with electronic fuel injection (EFI)			
	(displacement) 1.5 liters (1,497cc)			
	(horsepower—SAE net) 93 @ 5,400 rpm			
	(torque—SAE net) 100 lb.-ft. @ 4,400 rpm			
Ignition	Distributorless Toyota Direct Ignition System (TDI)			
Steering	Rack-and-pinion			
Suspension	(front) MacPherson struts			
	(rear) Trailing torsion beam with stabilizer bar			
Turning circle diameter—curb to curb	(ft.) 32.8			

EXTERIOR DIMENSIONS (in.)	Sedan	2-Door	2-Door DX	4-Door DX
Height—overall	531	531	531	531
Length—overall	162.2	162.2	162.2	162.2
Width—overall	65.4	65.4	65.4	65.4
Wheelbase	93.7	93.7	93.7	93.7
Width—tread	(front) 55.1	55.1	55.1	55.1
	(rear) 56.3	56.3	56.3	56.3

INTERIOR DIMENSIONS (in.)	Sedan	2-Door	2-Door DX	4-Door DX
Head room	(front) 38.6	38.6	38.6	38.6
	(rear) 36.5	36.5	36.5	36.5
Hip room	(front) 54.0	54.0	54.0	54.0
	(rear) 49.0	49.0	49.0	49.0
Leg room	(front) 41.2	41.2	41.2	41.2
	(rear) 31.9	31.9	31.9	31.9
Shoulder room	(front) 51.3	51.3	51.3	51.3
	(rear) 51.6	51.6	51.6	51.6

CURB WEIGHTS (lbs.)	Sedan	2-Door	2-Door DX	4-Door DX
Transmissions	(4-speed manual overdrive) 1,950	N/A	N/A	N/A
	(5-speed manual overdrive transmission) N/A	1,975	2,005	N/A
	(3-speed automatic) 2,015	N/A	N/A	N/A
	(4-speed automatic overdrive) N/A	2,070	2,100	N/A

CAPACITIES	Sedan	2-Door	2-Door DX	4-Door DX
Fuel tank	(gals.) 11.9	11.9	11.9	11.9
Interior EPA volume—including cargo capacity	(cu. ft.) 90.3	90.3	89.7	89.7
Trunk/cargo capacity	(cu. ft.) 9.3	9.3	9.3	9.3

TIRES	Sedan	2-Door	2-Door DX	4-Door DX
Size	155/5R13			
Type	All-Season steel-belted radial/blackwalls			

MPG ESTIMATES*	Sedan	2-Door	2-Door DX	4-Door DX
EPA estimated MPG city/highway				
Transmissions	(4-speed manual overdrive) 33/39	N/A	N/A	N/A
	(5-speed manual overdrive) N/A	31/39	31/39	N/A
	(3-speed automatic) 31/35	N/A	N/A	N/A
	(4-speed automatic overdrive) N/A	30/39	30/39	N/A

WARRANTY: A 36-month/36,000-mile basic new-vehicle limited warranty applies to all components other than normal wear and maintenance items. Additional 60-month limited warranties cover your powertrain (for 60,000 miles) and corrosion perforation (for unlimited miles). See your Toyota dealer for details. In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs.

- S—Standard
- O—Factory option
- A—Dealer- or Port-installed accessory
- Not available
- N/A—Not applicable

*Dobly is a registered trademark of Dobly Labs, Inc.

Also available as a Dealer- or Port-installed accessory. †Without tripmeter. ‡Head release only.

*Part of Convenience Package, hood release standard. †1995 EPA mileage estimates shown. See your Toyota dealer for details. Some vehicles are shown with optional equipment.

See Features/Specs charts. For details on 1995 vehicle specifications, standard features and optional equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle. Specifications, standard features and optional equipment are based upon information available at the time of printing and are subject to change without notice. Specifications, standard features and optional equipment are for mainland U.S.A. vehicles only and may differ in the state of Hawaii and in other regions.