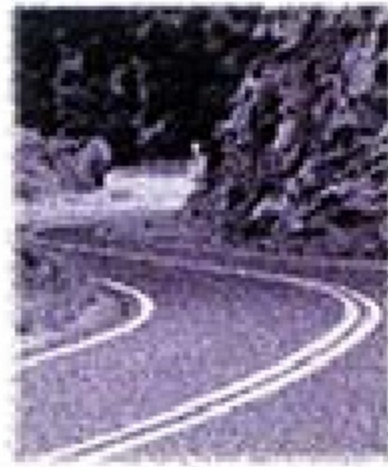


1996 TOYOTA COLLECTION





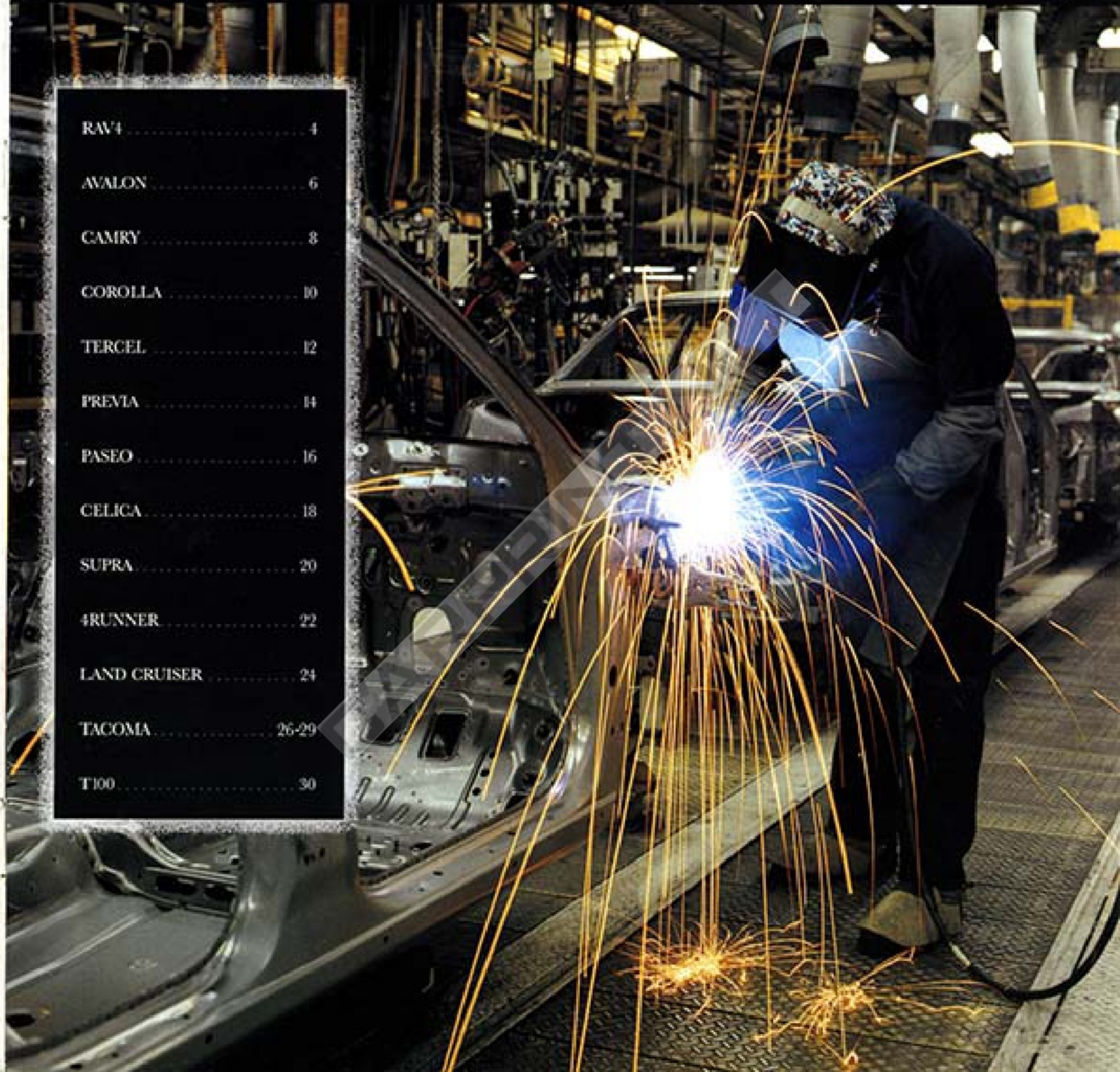


AS A COMPANY that's been a part of America for 39 years, Toyota's ultimate goal is your complete satisfaction. To this end, Toyota is devoted to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have a COMMITMENT that it will live up to the reputation of quality for which Toyota is well-known. This dedication to you also extends to the way Toyota does business here in AMERICA. 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 and Camrys, and all of the 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. PARTNERSHIPS 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 SATISFACTION throughout your ownership experience.

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Say you were having a dream. A dream about something to drive. What would your dream be?

Open your eyes and take a look. It's the RAV4. Something that sounds different. Looks different. Is different.

For starters, it can't really be called a car. Although the word may come to mind when you wrap your hands around

the wheel and take it out for a spin. It can't be called a typical

sport utility vehicle, either. Even though it's available

with full-time four wheel drive and a seriously caffeinated engine

that can take you from Paris to Pluto in no time (hey, we told you

it was a dream). What can it be called then? An entirely new category of automobile,

perhaps? A revolution? A miraculous feat of engineering? We'll settle for something more

descriptive like roomy or fun or unique. You see, the RAV4 is **definitely unique!**

From the paint-protective belt of gray cladding around its middle to the dual air bags,\*

loads of cargo space and fully reclining bucket seats. Options like dual sunroofs (2-door models), alloy

wheels and several sound systems to choose from. It even comes in

colors that let you blend in or stand out. It's your choice.

In short, the RAV4 can be everything you want it to be.

So stop your dreaming, pick a RAV4 and make one yours.

\*See air bag caption on page 15 for more information.







*The smooth, flowing lines and refined driving performance of the Avalon XL elevate automotive craftsmanship and quality to a new level.*



*Avalon features the protection of a driver-side and front outboard-passenger-side air bag Supplemental Restraint System (SRS).\**

Toyota's most sophisticated sedan, Avalon strikes the perfect balance between full-size roominess and midsize maneuverability. Here, you'll find all the qualities that make a luxury sedan a true classic. A beautiful silhouette. A serenely quiet, comfortable ride. Superbly responsive handling. And a level of power comparable to a V8 together with the efficiency\* of a 6-cylinder. Built with pride right here in America, Avalon is a testament to what can be achieved when a group of dedicated engineers and designers set out to create a driving experience that is nothing short of superb. Choose the exquisite XLS or the highly refined XL. Experience the supreme satisfaction of driving a 1996 Toyota Avalon.

\*20/29 mpg city/highway.  
\*\*See page 15 for more information.



*Better-soft, the optional leather-trimmed seats complement Avalon's already impressive list of luxury features. For full, 6-passenger capacity, a bench seat is also available.*







*Self-expression reaches a new level in the Camry 2-Door Coupe. Available in LE, DX or sporty SE versions, each offers the same impressive list of standard features as its 4-Door counterpart, including a roomy, well-appointed 5-passenger interior.*

**From the very beginning.** Camry established itself as the industry benchmark for quality, dependability and reliability among sedans. Today, most of the Camrys sold in the U.S. are built in America and for 1996, Camry continues its outstanding reputation for superb performance and value with a variety of refined body styles and trim levels. Renowned for the way it treats its occupants, Camry's highly advanced construction and engineering have resulted in an exceptionally quiet, soothing interior. Noise, vibration and harshness are kept to a minimum. As for its road manners, the word "impeccable" comes readily to mind. Toyota Camry is as exhilarating as it is exquisite with a choice of engines that includes a 188-horsepower V6.

*\*See page 13 for more information.*

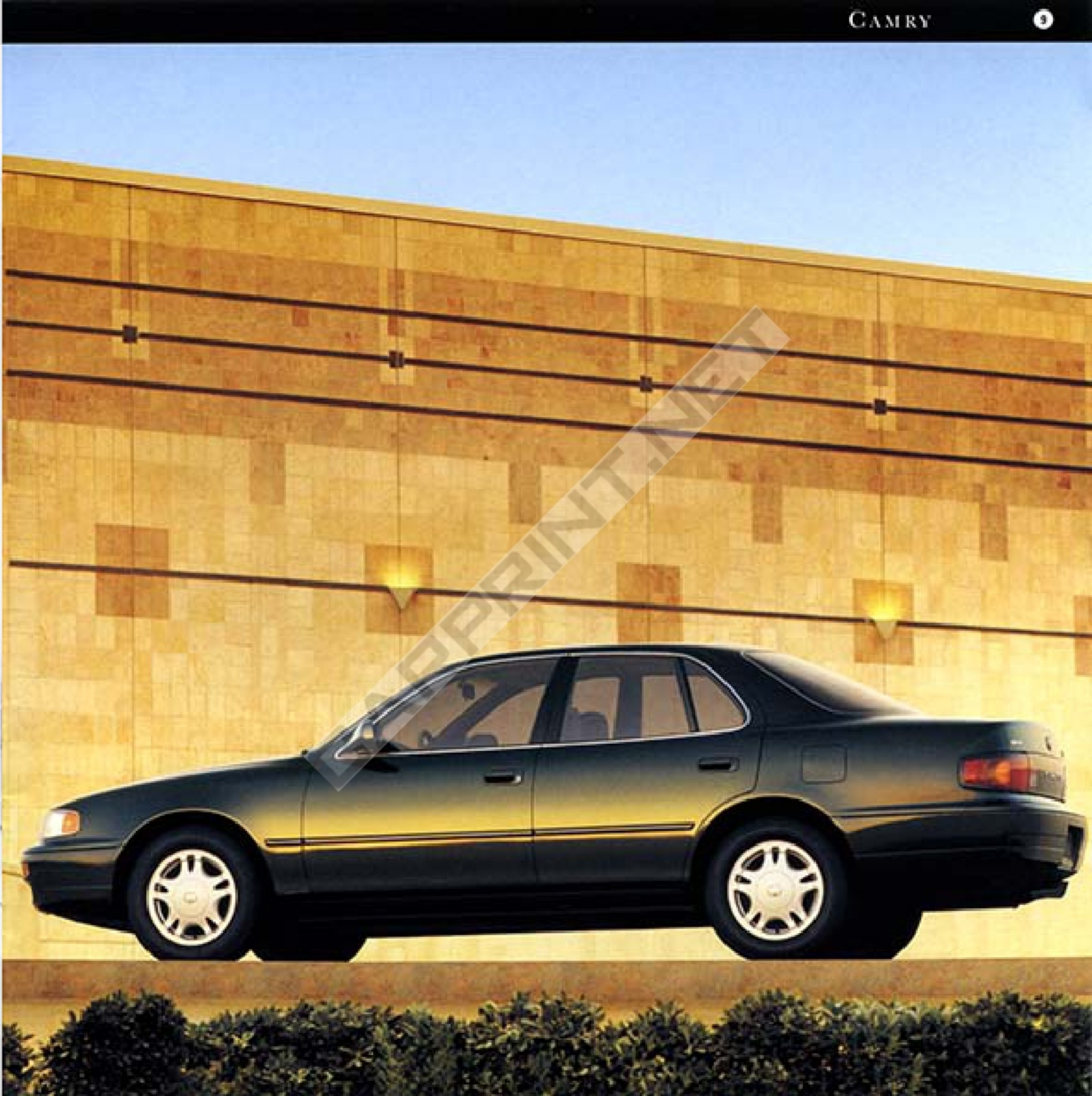


*The 1996 LE Wagon delivers all the sterling attributes of a Camry Sedan with an added bonus: over 40 cu.-ft. of carpeted cargo room with the rear seat folded flat. With the optional Third Seat Package you can also seat up to seven.*



*Camry features the protection of a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)\**

*From where you sit, it's obvious: The XLE has raised comfort and luxury to a new level. Smoothly contoured seats are upholstered in a soft, rich fabric that's unique to Camry. Or, for an added touch of elegance, try the optional Leather Trim Package.*







*Value is a word that takes on real meaning in the Corolla 4-Door Sedan. Its sleek profile and roomy, 5-passenger interior are well-matched by its refined manners and spirited performance.*

*The Corolla DX interior is an excellent example of how advanced engineering makes you feel like you're in a much larger car. Every available inch has been used to give you true 5-passenger room and comfort.*

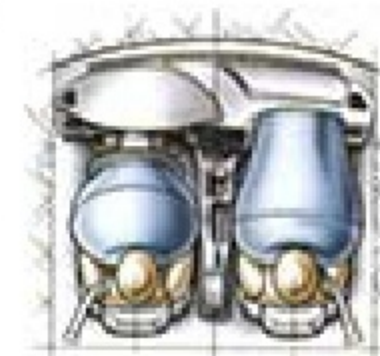


*Stylish and versatile, the 5-Door DX Wagon takes a great idea and expands upon it with nearly 65 cu. ft. of available cargo space.*

Toyota Corolla has earned the respect and loyalty of millions of American car buyers over the past 28 years. Not through gadgetry or gimmicks. But by offering real substance, quality and value for the money.

Corolla takes you far beyond "the basics," delivering the kind of efficient performance, superb handling and quiet ride you might expect from a car costing thousands of dollars more. Over 80% of all Corollas sold in the United States are built with pride in North America. And each has been safety-engineered with features that include sturdy side-door impact beams and crumple zones. The 1996 Corolla: an exceptional value and a fine example of Toyota's commitment to superior quality and craftsmanship.

\*See page 13 for more information.



*Corolla features the protection of a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)\**







*Invite your friends along for the ride. There's plenty of room in the 4-Door DX Sedan. In Tercel-like fashion, it also offers 5.3 cu. ft. of trunk space for all your packages.*



*Tercel features the protection of a driver-side and front passenger-side air bag. Supplemental Restraint System (SRS).\**

**Looking for youthful styling?** Then take a look at the Sporty Tercel.

Two-door or four, there's roomy comfort for five. Contoured bucket seats feature integrated headrests and reclining seatbacks. Directly in front of you, Tercel's stylish dash keeps you informed at a glance. And, as you'll quickly discover, its generous glass area provides excellent all-around visibility. Tercel's strong but lightweight unitized-body construction makes it feel like a much larger car. Hefty side-door impact beams and crumple zones help protect you and your passengers. And its 1.5-liter dual overhead-cam engine is as economical\* as it is responsive. Tercel — not just another pretty face.

\*31/39 mpg city/highway with 4-speed manual transmission.  
\*\*See page 13 for more information.

*Speed quality time in a Tercel DX without spending a lot of money. Its well-appointed interior features soft, "brushable" fabric upholstery for real year-round comfort.*







*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 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.*

*Elegant and sumptuous, Previa LE SIC's optional Leather Trim Captain's Chair Package lets your second-row passengers experience driverlike comfort and support.*

*Take control with LE SIC's standard Power Package (optional on FX SIC). It includes power front windows, door locks and dual outside mirrors.*



*In Previa, the possibilities are endless. With one of the largest and most versatile interiors in its class, it will transport you, your passengers and cargo with the kind of luxury-car quality and refinement you probably thought was possible only in an expensive sedan. In normal configuration, Previa seats up to seven people. Or you can quickly change the interior to carry cargo — up to 157.8 cu. ft. of interior space is available. Maneuverable and responsive, Previa offers you a choice of trim levels. And for those driving conditions that call for extra surefooted traction, one of the available All-Trac models can take you where ordinary minivans and sedans fear to tread.*

\*Do not use rearward-facing child seat 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.







*Smooth, aerodynamic lines rise to create a distinctive silhouette that's as adept at cheating the wind as it is at attracting glances.*

For your fun-loving side, there's nothing quite like the 1996 Paseo. This is no look-alike, "me too" sporty coupe. With its dramatic, low-angle profile and road-hungry 16-valve engine, you get the ideal mix of attention-grabbing looks and great performance. And that's just for openers. Inside Paseo, you'll appreciate its special amenities and safety features like side-door impact beams, crumple zones and impact-absorbing door trim. And with an 11.9-gallon fuel tank and an mpg of 30 city/35 highway,\*\* Paseo gives you plenty of driving time between fill-ups. Rest assured, with the 1996 Paseo, you've got more than just attitude going for you. You've got real substance.

\*With manual transmission.  
\*\*See page 13 for more information.



*Paseo features the protection of a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)\*\**

*Step inside Paseo and you'll discover high-back sport-type front bucket seats with integrated headrests and a fold-down rear seat.*



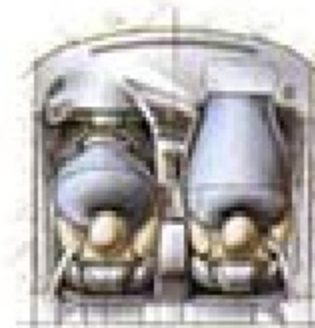




*A sport-tuned suspension system, fabric sport seats, high-performance tires, aluminum alloy wheels, plus a leather-wrapped steering wheel and manual shift knob are all part of the GT Liftback's optional Sport Package.*

There is such a thing as love at first sight. But if you're skeptical, take a look at the 1996 Toyota Celica. Go ahead, stare at its graceful lines, admire its fluid contours and its rich, lustrous finish. Finally, sit behind the wheel of the GT Convertible, lower the windows and, with the touch of a finger, pop open the thick Cambria cloth top. Punch the throttle and feel the power of its 130-hp 2.2-liter 4-cylinder twin-cam 16-valve, electronically fuel-injected (EFI) engine. What follows is a driving experience for the soul as well as the mind and body. Convertible, Coupe or Liftback. ST or GT. Pick one and then set out to find the most twisting, winding road you can. With a 1996 Toyota Celica, you'll handle it...beautifully.

*\*See page 15 for more information.*



*Celica features the protection of a driver-side and front passenger-side air bag. Supplemental Restraint System (SRS).\**

*A striking interior in the GT model is made all the more so with the optional Leather Trim Package. Its soft leather seating surfaces are as elegant as they are comfortable.*



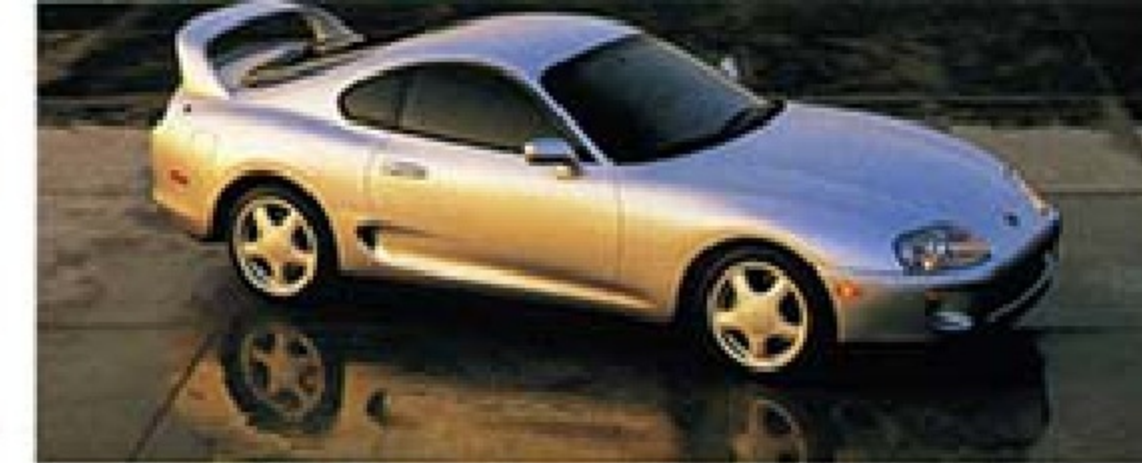




*Designed to eliminate lag and increase output at all levels of rpm, the 320-hp Supra Turbo is equipped with a twin-sequential turbo-charged engine. It quickly converts brute force into seamless, fluid power.*



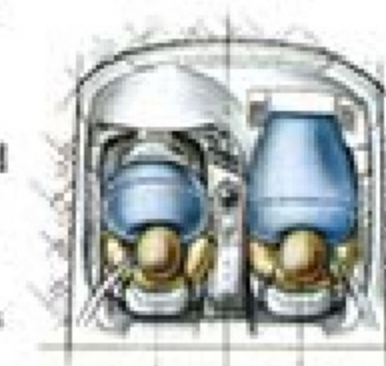
*The ideal sports car, Supra provides you with firm, supportive comfort and conveniences that will enhance your sense of control. For the very height of luxury, consider adding the optional Leather Trim Package.*



*The Supra is a beautiful testament to what can be achieved when a sports car is designed within the most stringent performance parameters. The result: a timeless classic.*

High performance has been designed into every inch of the 1996 Supra. You see it in every curve of its sleek, finely honed body. And feel it in every beat of Supra's breathtaking power and precision handling. A sports car whose lineage is steeped in championship racing, it unleashes its energy in two dynamic models: a normally aspirated 220-hp Supra and the 320-hp twin-sequential turbocharged Supra Turbo. Sit behind the wheel of a Supra and you'll recognize at once that every function, every control, is really an extension of your senses. And all of Supra's ergonomic and safety features have been impeccably engineered to help you feel as confident as you are exhilarated.

*\*See page 13 for more information.*



*Supra features the protection of a driver-side and front passenger-side air bag. Supplemental Restraint System (SRS).\**



*Performance runs in the family, as the normally aspirated Supra will show you with eye-widening quickness. With its special acoustic-control induction system, it delivers 220 hp @ 5,800 rpm.*





In a remote corner of Yellowstone Park, half a day from the nearest pavement, you silently track the elusive wolf. As you slowly crawl towards the den, you're elated to find a mother and three pups. You hold your breath and squeeze off the first frame. You shoot another roll and slowly retreat to your camp, your adventure fulfilled.

You pack up your new 4Runner and head down the weathered trail. This vehicle is everything you loved about 4Runner and a whole lot more. Ruts, rocks and washouts are no match for your '96 4WD, thanks to its available all-new 183-hp V6, an all-new front suspension, an optional locking rear differential (4WD models) and lots of ground clearance. Inside, it's another world. Surrounded by luxurious comfort, it's hard to believe that you're miles from civilization. And there's more room than ever — practical room. You make pavement by nightfall and head back to the lodge to plan your next encounter with the wolves.



With its premium audio system, full range of temperature controls and simulated wood trim, 4Runner Limited's cluster imparts a feeling of great luxury. (Shown with optional Premium 3-in-1 ETR/Gazette/CD Player.)



For '96, 4Runner's cargo floor has been lowered 4.3 inches and the tailgate has been replaced with a one-piece liftgate so loading and unloading are very easy.



Spoil yourself with the 4Runner Limited. Standard equipment includes soft leather seating surfaces, cruise control, a powerful 6-speaker premium sound system and power adjustments for both front seats.





*Packed with power, a dual overhead-cam 4.5-liter 6-cylinder 24-valve electronically fuel-injected (EFI) engine delivers 212 hp @ 4,600 rpm and 275 lb.-ft. of torque @ 3,200 rpm.*



For over 44 years, the name Land Cruiser has inspired the image of a fearless adventurer. One whose heavy-duty body-on-frame construction, durable solid axles and strong engine can take you practically anywhere...



with peace of mind. Equipped with 4-wheel power-assisted ventilated disc brakes, an

*Sitting up high, you enjoy a commanding view of the road as well as Land Cruiser's smooth, flowing dash. It includes a standard driver-side and front passenger-side air bag Supplemental Restraint System (SRS).\**

Anti-lock Brake System (ABS), side-door impact beams and a sturdy but easy-riding suspension, Land Cruiser is more than just tough.

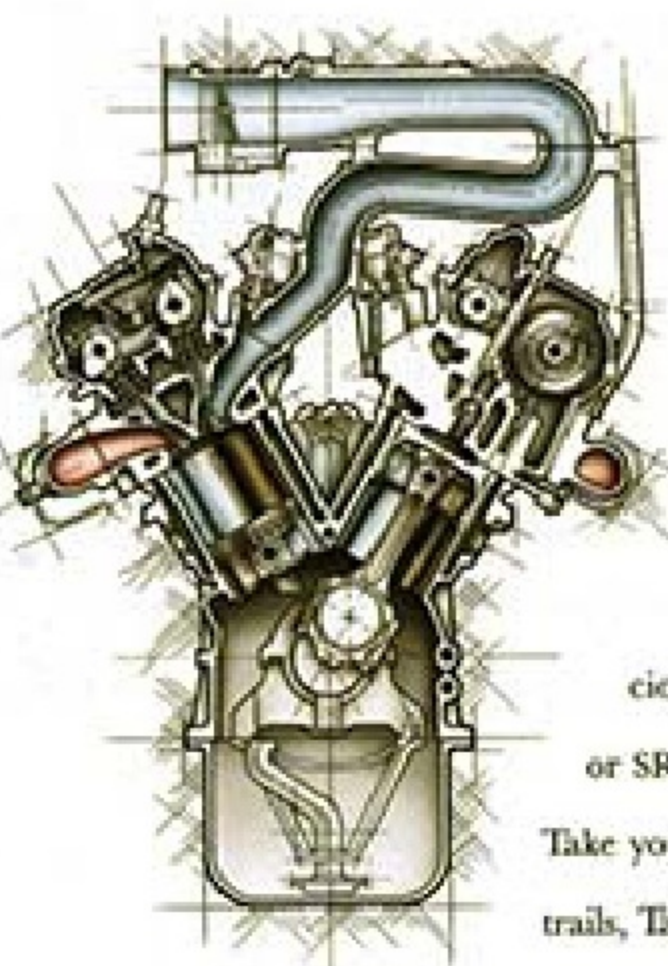
It puts a priority on occupant security. And it's mindful of their needs: Land Cruiser transports five in luxurious comfort and, with the optional Third Seat Package, will pamper two more. The 1996 Land Cruiser is the ultimate in sport utility vehicles.

\* See page 13 for more information.

*Legendary for its refinement and luxury as well as its ruggedness, Land Cruiser welcomes five with comfortably contoured seats upholstered in rich fabric or seen with the optional leather trim.*

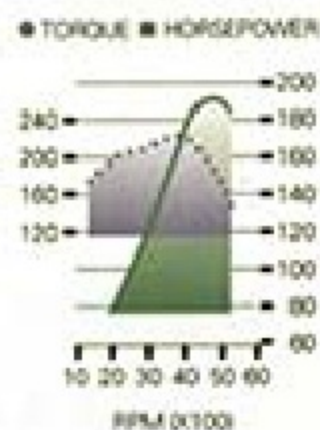






Toyota's truck heritage lives on proudly in Tacoma, the Atlas of compact pickups. Regular Cab or spacious Xtracab; 2WD or 4WD; 4-cylinder or V6; Base or SR5 V6; sporty SX Package or luxurious LX Package. Take your pick. Inside and out, from freeways to mountain trails, Tacoma will impress you with its power, torque, handling and ride. Even the most affordable 4x2 model can shoulder more base payload\* than any truck in its class. And at 5,000 lbs., our V6 trucks have the best standard tow rating of any competitor.\*\* But then, isn't that just what you'd expect from a Toyota? For the third year in a row, J.D. Power and Associates ranked the Toyota pickup "Best Compact Pickup in Initial Quality."<sup>†</sup>

**A real powerhouse.** Tacoma's 3.0-liter V6 engine delivers 190 hp with remarkable efficiency.<sup>††</sup> And 80% of its smooth torque is produced below 2,000 rpm.



\* Including weight of occupants, equipment and cargo.

\*\* When compared to those with standard beds. 5,000-lb. rating requires additional equipment. For details and GVWR limits, see the 1996 Toyota Trailer Towing Guide at your Toyota dealer.

† J.D. Power and Associates 1995-1996 Light Truck Initial Quality Studies™. 1995 study based on a total of 14,029 consumer responses indicating owner-reported problems during the first 90 days of ownership.

†† 19/21 mpg city/highway for Tacoma 4x2 Xtracab V6 model with manual transmission.







*Tacoma's Regular Cab epitomizes Toyota's quality truck construction. Underneath all that style is a rugged frame that's designed to minimize vibration and weight, even as it increases body rigidity.*



*Standard Tacoma driver-side air bag is a Supplemental Restraint System (SRS) designed to inflate in a severe frontal collision. In all other accidents, seatbelts offer primary protection, and the air bag will not inflate. 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. Do not sit or place objects close to an air bag. Please read your Owner's Manual.*

*For a sportier fit, 4-cyl Xtracab SR5 V6 models feature a 6-way adjustable driver's seat and a 4-way passenger's seat along with a generous amount of head, leg and foot room and a payload of standard features.*

The sporty Tacoma has a strong, muscular look, and it feels terrific. In fact, whether you're riding in a Regular Cab or a 5-passenger Xtracab, you'll discover that this is one compact pickup that doesn't scrimp on space. Or, for that matter, comfort and value. There's full carpeting for better soundproofing and durable cloth upholstery for excellent year-round comfort. Front dual cup holder and dual door map pockets help keep clutter contained. Large gauges are positioned within your line of sight and critical controls are just a finger's reach from the steering wheel. And Tacoma's large windows, narrow roof pillars and optional (SR5 only) dual power outside mirrors combine to give you excellent visibility — front, sides and rear.





*A powerful 2.4-liter V6 feels like a V8, generating 190 hp @ 4,000 rpm and 220 lb.-ft. of torque @ 3,600 rpm. Yet it still manages to deliver remarkable fuel efficiency.\**



*T100 features the protection of a standard driver-side air bag. Supplemental Restraint System (SRS).†*

**The Toyota of big trucks, the T100 delivers big in all the areas that count the most.** Take room, for instance. Up to six can ride in the T100 Xtracab comfortably. And quietly. It has the lowest interior noise level of any full-size truck.\* Sliding front seats make getting in and out of the rear-seat area easier. And a beefed-up rear suspension lets you handle some pretty hefty payloads. Tough, independent and packed with power, the T100 offers you the same reputation for innovative engineering and reliability that has made Toyota famous the world over. In fact, it's been ranked "Best Full-Size Pickup in Initial Quality" by J.D. Power and Associates for the third year in a row.\*\*

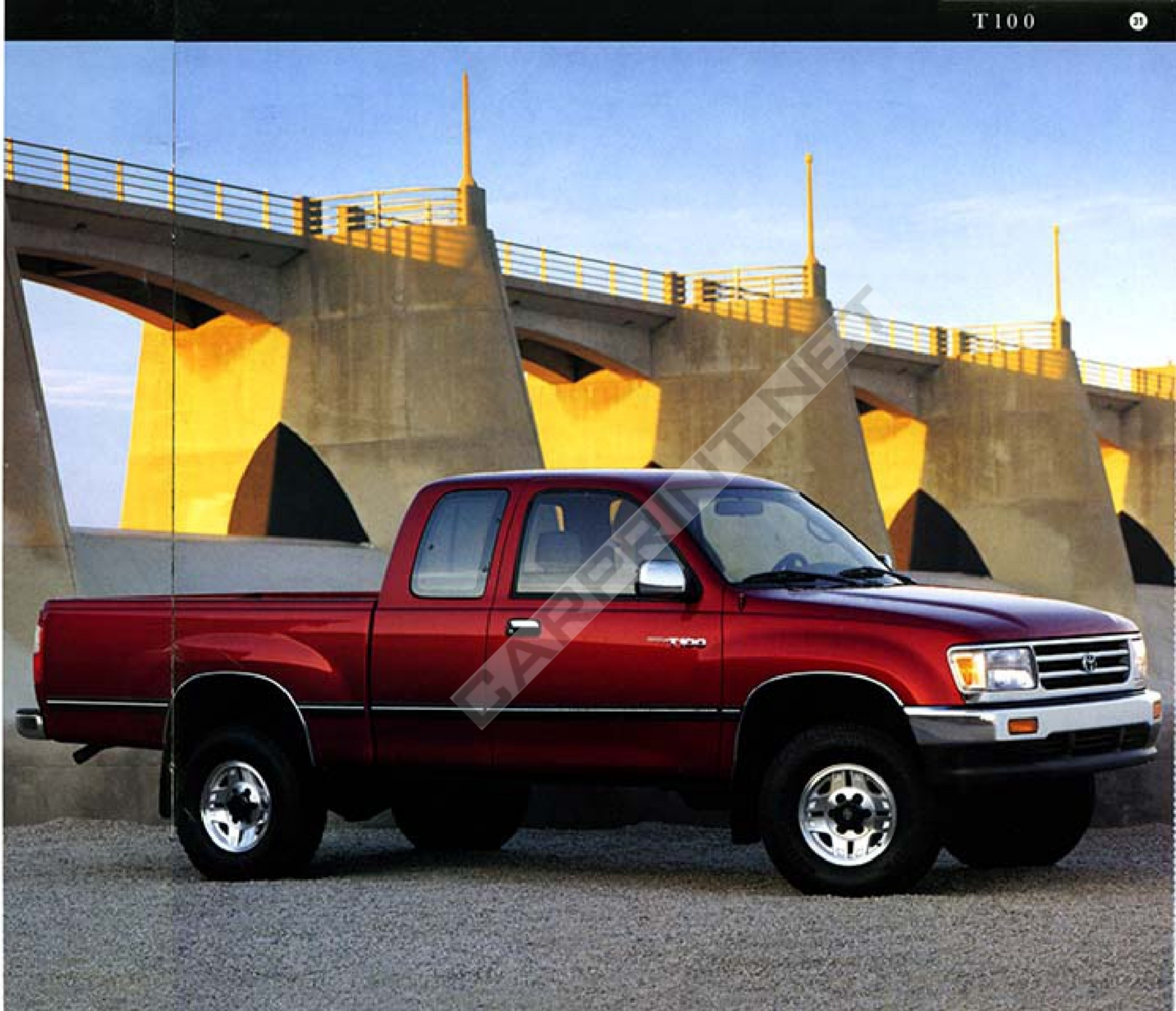
*Toyota gave the T100 Xtracab a big, roomy interior. Sliding front passenger seats make getting in and out of the rear jump seat easy. Head room and leg room are generous too.*



\*UNAC-certified tests of interior noise levels of 1995 T100, Ford F150, Chevy C1500 and Dodge Ram 1500.

\*\*J.D. Power and Associates 1995-1995 Light Truck Initial Quality Studies.†† 1995 study based on a total of 18,000 consumer responses indicating owner-reported problems during the first 90 days of ownership. †See page 29 for more information.

††17/20 mpg city/highway for T100 4x2 Xtracab V6 model with manual or automatic transmission.





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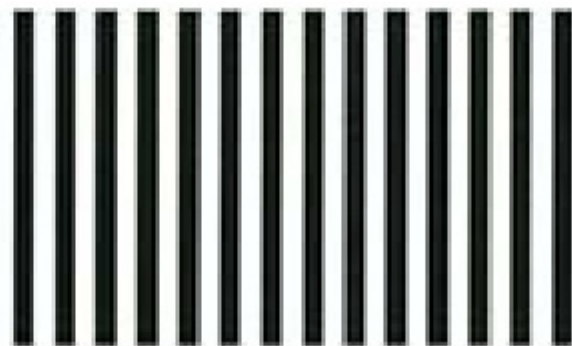


\*EPA-estimated city/highway for T100 4x2 Xtracab V6 model with manual or automatic transmission.

†SRS is standard on T100 4x2 Xtracab V6 model with manual or automatic transmission. See your dealer for more information.

\*\*J.D. Power and Associates 1993-1995 Light Truck Initial Quality Studies.†† 1995 study based on a total of 14,000 consumer responses indicating owner-reported problems during the first 90 days of ownership. ††See page 29 for more information.

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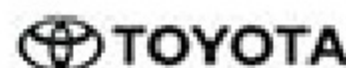
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TOYOTA  
I Love What You Do For Me



RAV4



**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 vehicle, 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 participating 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 6 a.m. to 6 p.m. PST. (Hours may vary depending on time zone). Or our TDD at 1-800-443-4999. And be sure to visit our website at: <http://www.toyota.com>. Buckle Up! Do it for those who love you.



4RUNNER



LAND CRUISER



TACOMA



T100



TERCEL



COROLLA



CAMRY



AVALON



PREVIA



PASEO



CELICA



SUPRA

Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment. For more details on 1996 options, dealer-installed accessories and specifications in your area, contact your local Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help you try to locate a specifically equipped vehicle.

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I Love What You Do For Me

