1996 TOYOTA LAND CRUISER



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Land Cruiser still has the toughness, reliability, dependability and exceptional quality that made it such a legend. In fact, it's tougher than ever. As Land Cruiser evolved, these qualities have been magnified to such a degree that today, you can feel its security and peace of mind. Its tall, bold stance and the tight seal of its heavy doors are typical first impressions yet powerful-the kind that grab you by the lapels and pull you in for more. Beneath this muscular physique beats the heart of an athlete - a sophisticated 212-hp engine with twin cams, 24 valves and the kind of torque (275 lb.-ft. @ 3,200 rpm) needed for pulling a boat or reaching that desolate beach. And throughout, you'll discover a wealth of safety equipment-so important in an all-weather, all-terrain family vehicle. Toyota Land Cruiser - the ultimate sport utility vehicle, perhaps the flagship of the automotive world. Sometimes change is good...really good.



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Peace of mind. In Land Cruiser, it's factory installed. It's the capable feeling of its large tires and muscular stance. The tailored fit of seat to body, body to controls. It's being able to see above traffic and the solid feeling that only a 4,800-lb, vehicle can provide. It's a long list of safety equipment — like dual air bags, 3-point scatbelts in outboard positions, side-door impact beams and crumple zenes front and rear. It's excellent visibility, a responsive engine, precise steering, superb handling and the confident braking of 4-wheel ABS. It's knowing that the Land Cruiser will take you most anywhere and get you home again.

What's more, Land Cruiser does its job not with drama but with ease, elegance and composure so those inside can maintain theirs. And that may be the best feeling of all.



The mark of Toyota — a sign that quality, dependability and reliability live within.



Driver- and passenger-side frontdoor courtesy lamps combine with footwell illumination to

case entry and exit. Land Cruiser's split tailgate/hatch opens wide for easy access to a spacious carpeted cargo bay. Fold-down tailgate doubles as a table or bench -anecessity for programe tailgate parties and impromptu priories. Lond Creiser's 'high' and 'low' backsoot temperature control with heater, rear vent duct and fan helpa keep mar-sont passengers comfortable – a real plus for snowbelt residents and skiers.



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Nothing says luxury quite like the rich aroma of leather.

And Land Cruiser says it best with wonderfully contoured seats upholstered in optional glove-soft leather trim^{*}— a Package that includes the comfort of a leather-wrapped steering wheel, transfer case shift knob, center armrest, multiadjustable front seats and a fold-away third seat.^{**} It expands occupancy from five to seven — a rare but highly desirable feature for an import sport utility vehicle. Both bench seats are split 50/50 so you can carry passengers and long cargo by simply folding down one seatback. Or you can fold away the entire third seat and/or the second seat to create even more space. And a split tailgate hatch makes loading easy. Land Cruiser: practicality has never been so nice.

Land Cruiser's middle seat folds

down to create 90.9 cu. fl.

(75.1 cu., ft. with Third Seat Package) of stonge space – an area capabie of carrying 1,79 lbs. of payload. An optional Third Seat Package expands occupancy from fice to seven.



When you need more cargo

space, its seats conveniently stow away to the side.

*Rich woven cloth is standard.
**Third seat available in cloth as part of Third Seat Package, or in leather as part of Leather Time Backage. For details, see Features Chart on page 12. Uncluding weight of occupants, equipment and cargo.



A well-stocked instrument panel keeps you apprised of critical information. Its large, easy-to-read analog gauges are within your line of sight, and important controls are merely a finger's reach from the steering wheel. So your eyes can stay on the road, your hands on the wheel. Sitting up high, you enjoy a commanding view of the road ahead — a feeling of confidence reinforced by a driver-side and front passenger-side air bag Supplemental Restraint System (SRS)* and a host of safety equipment.

Upholstered in weven cloth or optional leather trim, Land Cruiser's front seats are like your favorite pair of slippers — contoured to your body and comfortably cushioned in all the right places. And from your seat, you will appreciate the convenience of power windows and door locks, cruise control, CFC-free air conditioning with push-button controls and a 9-speaker Premium ETR*/Cassette. So you can sit back and enjoy the ride. Nine integrated speakers part of the standard highfidelity Premium Sound System — transform your Land Cruiser into an all-terrain concert hall.

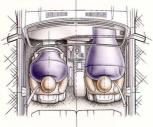
rain hall.

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Adjustable shoulder belt anchors allow the driver and front-seat passenger to easily tailor their

behts for the most comfortable fit. Last Creiter's driver-site and tost passenger-site air bags are a Supplemential Ratmini System (SRS7 decigned to inflate in a secore frontal collision. I all other accidents, southelts offer primary protection, and the air bags will not inflate. Do not sit or place objects done to an air bag. To minimize the risk of secore injury or death in all types of crushes, southels must be score at all times by all rehide occupants. See your Onear's Manual.



*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 wat usare.



The 4-speed electronically controlled automatic overdrive transmission (ECT) provides smooth, efficient shifts, while a 2-speed transfer case doubles your gearing to help handle off-road challenges.

Treacherous weather? Tough terrain? Don't worry, Land Cruiser can help you get through it in a civilized manner. Its 212-horsepower 24-valve 6-cylinder electronically fuel-injected (EFI) engine creates an impressive 275 lb.-ft. of torque at 3,200 rpm and nearly 72% of that occurs at just 2,000 rpm so the Land Cruiser can handle over 1,700 lbs. of payload* and 5,000 lbs. of trailer.** Combined with optional locking front and rear differentials and a viscous-coupling center differential - an industry exclusive - and low gearing, the torquey engine will help take Land Cruiser through situations that would challenge others. Its 4-speed electronically controlled overdrive transmission (ECT) has a second gear start mode, which when switched on produces less wheelspin than first, helping you get

When pavement fades, comfort 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 smooth the bumps of dirt roads while providing plenty of room between critical components and off-road obstacles. Heavy snow? Rocky trails?

through slippery situations.

Don't be too concerned ... Toyota has it covered.





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 during hard braking on

wet, dry or slippery roads.

front and rear, can be locked with just the twist of a dashmounted dial, thus dividing power equally between both wheels on an axle - a real blessing when

Optional locking differentials,

you're miles from civilization.

Land Cruiser's full-time 4WD helps prepare you for what may lie down the road, A viscous-coupling center differential senses the traction needs of front and rear

differentials and distributes power accordingly. And thanks to this viscous coupling, Land Cruiser is always in 4WD and that's a real benefit when pavement suddenly turns slippery or

fades to dirt.

1 A beefy 4-wheel coil-spring suspension and heavy-duty shocks handle rough country with ease and highways with smooth comfort. Front and rear stabilizer bars help keep the vehicle level when cornering.

2 Large-diameter ventilated disc brakes on all four wheels and the standard Anti-lock Brake System (ABS) emphasize the control and added safety in every Toyota Land Cruiser, on-road or off.

3 For lasting beauty special corrosionand protection, the Land resistant galvannealed Cruiser is treated with multisteel sheets helps fight rust ple coats of chip-resistant and the elements. paint, Extensive use of



and cargo. For details, see Towing section of Specifications Chart on page 17.





As A COMPANY that's been a part of America for 39 years, Toyota's goal is your complete satisfaction. To this end, we at Toyota are dedicated to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have our COMMITMENT that it will live up to the reputation of quality for which Toyota is so well-known. This dedication to

you also extends to the way we do business here in AMERICA. That's why Toyota has invested 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. And over 84,000 American 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



our 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.



Median Red Parl with Oak Interior



Mangin: Parl with Grap or Oak Interior



Derk Enweid Peerl with Gen er Oak Interio



Black with Gray or Oak Bearing



with Gogs or Oak Johnson



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Muslis" with One or Oat Interior



Tau-Your Dark Encoded Parel Gray Models* with Gray Interior



in Gup or Oak (doors)



Laster Tim Padag* in Oal or Gray Shanni

OPTIONS AND ACCESSORIES

FEATURES

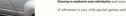
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Ranning boards offer assistance uchen entering or axiting your Land Craiser, schile helping to defect minor coal debris array from the finish.



Bid forward in any choses with Reports's cellular phones." Choose either a pocket portable or a op-to-op tate phone. Packaged in its own singl carrying case the 3-watt** tate phone plags into your clearette lighter for unlimited use schile driving or slip in the optional battery and take it with you



An added touch of elegance is

the truch of Mides. The Gold

exterior emblems with a pold-

bland, unother-secident finish.

Choosing to emphasize your individuality and sense

accessories made specifically for your Land Cruiser - all genuine Toyota products, Land Cruiser is an extraordinary vehicle and these items make it all the more so.

Remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, so you may want to study the chart on page 17. For further assistance, see your Toyota dealer. He or she can help you find the Land Cruiser that's right for you.

> Land Druiser's accessory interior wood expir counts enhance an genuine rich bast.





On your next adventure, shoulder

It's adjustable and made of denable aluminum with a





Put it all behind you with this entry points, so if a door or strong, persatile Class IIIhatch is opened, an alarm rated tracing kitch receiver

Nels protect your investment

with the Tousta likiele

Intrasion Protection (VIP)

SAFETY At Toysta, 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.

WARRANTIPS

excellent warranties. However, given Toyota's worldwide reputation for quality, reliability and dependability, you may never find out just how good our warranties really are. See your Toyota dealer for details, Basic Warranty: A 36-month/ applies to all components other than normal wear and maintenance items. Powertrain Warranty: A 60 powertrain, Rast-Through Warranty: A 60-months unlimited-mile limited warranty covers corrosion perforation of sheet metal. In addition, there may be times when we will establish a special policy adjustment which wil further defray repair costs.

Factory option Dealer- or Port-installed Topota Land Orusers are designed to meet off-road driving requirements. Advance use they result to body har or demaps. Toyota environmeet responsible spectra to protect you have whether and the protection.

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	Engine – 4.5-1ter inner Elistinder DOHC 24-valve DH
0	A scheel drive - Tuli time
	Oil cooler - transmission
e	Steering - power-assisted recirculating bell
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	overdrive (ECT) with second-gear start switch
	Control of C 11 with encore-gear start switch Control of C 11 with encore-gear start switch Control of C 11 with encore with track enteror Encoder Starts - with internated suchments
	Door handles - color-kayed (chrome with black exterior)
	Fender fares - with integrated mudguards
	Gride trim - shrame
	Headamps - aerodysemic rectangular halogen with "auto-off" feature
	Marors - dual color-keyed power cuttode ichrome with black exteriors
	Moorrood - tit/slide power glass with sliding sunshade
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	Wheels - 50° stummum alloy
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	Power windows and door locks
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	low-of-level, door-ajar and rear talgate
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	Third Seat Package - kild-up split rear bench seat with head-sots.
	3-point seatbeits in outboard peartone, child-protector rear katch
	lock, sliding rear quarter windows, rear privacy glass, rear addray and passenger assist grips.
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	Avere Sverrag
	Premium ETR Electronically-Juned Redici/Cessette - with 5 speakers and power antenne
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	B speakers and power antenna
	Compact Day Deck - that available with Premium 3-in-1 £190
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	with 2-in-1 [TR
	CD Dranger - 6-Disc Inst available with Premium 3-in-1 £19
	Accessos
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6.	Interior accents - penuine wood grain
	Keylesi Entry System
	Mask - burn and with storage bag
	Receiver - sparing histophal mount kit

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RW4 TOYOTA TOUCH is a philosophy in action. It's our effort to make all your



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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

Toyota dealer for defails to find out more about how easily a Toyota Jouch 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 check out our website at: http://www.toyota.com. Buckle Up! Do it for those who lowe you.







CELICA





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