

TOYOTA

THE 1977
MODELS

CELICA QUALITY— SPORTS CAR EXCITEMENT PLUS.

It's easy to appreciate a Celica. They've got racy sports car styling that begs the eyes to follow.

But there is one problem to appreciating a Celica. Finding one that's standing still long enough to have a good look. Because Celicas were made to be driven. And driven they are.

With handling and responsiveness only a sports car can deliver. Provided by performance features you'll find standard on all Celicas.

Like a big 2.2 liter overhead cam engine for gutsy acceleration and passing power. A durable 4-speed or a 5-speed overdrive transmission for maximum power train efficiency. Road-hugging MacPherson strut front suspension to help absorb jolts and increase stability. And wide steel-belted radial tires that offer excellent road-gripping characteristics. Plus power front disc brakes to provide sure stopping power.

You'll feel Celica excitement the very first time you drive one. And you'll never get tired of it. But there's more to Celica than the sheer joy of driving.

Celicas not only have room to comfortably seat four, they've got room for plenty of cargo too. For instance, the GT Liftback's functional rear seat folds down flat into a spacious cargo area at the pull of the handy seat-back releases. There's room for luggage, sports equipment, or just about anything you might want to take along.

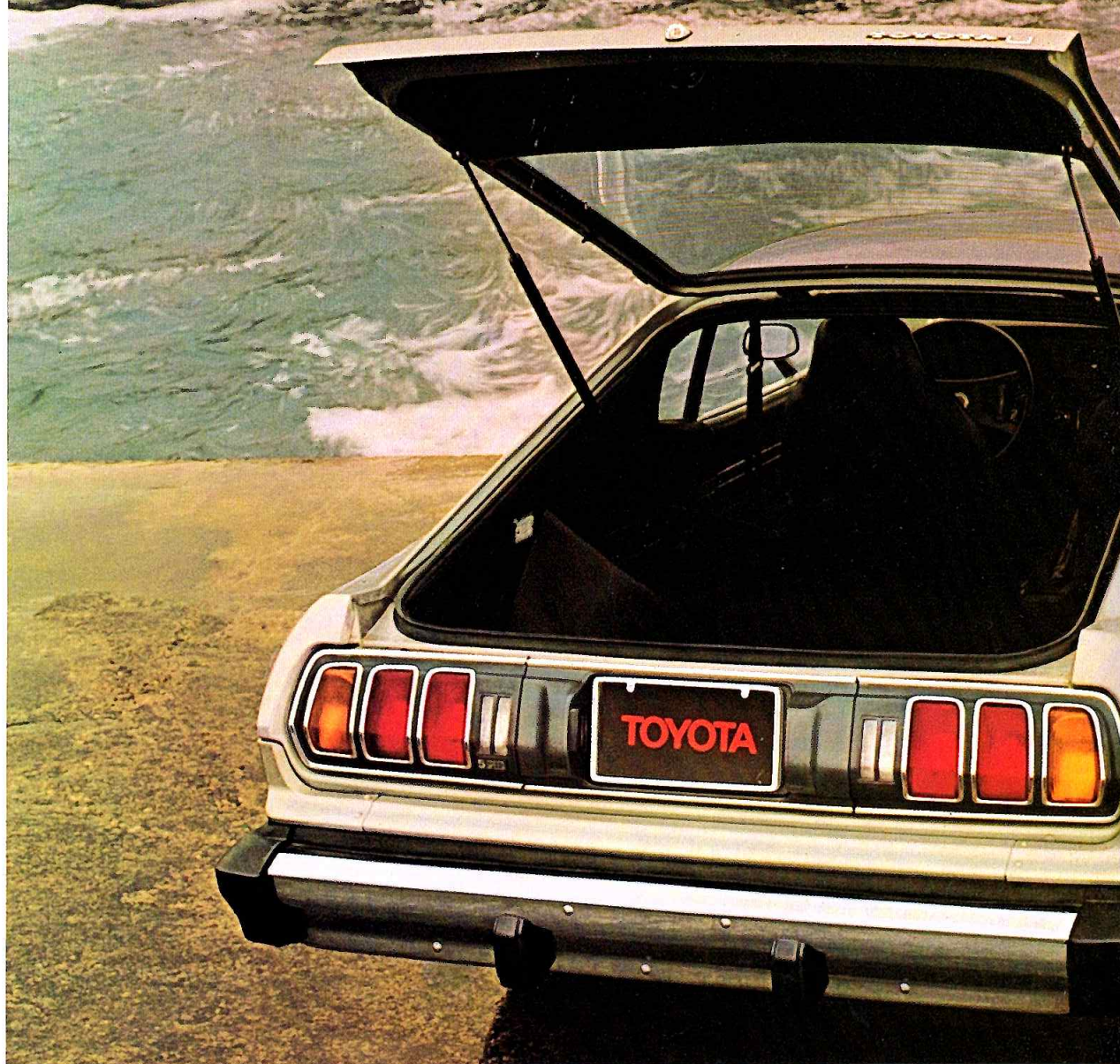
You'll find Celicas available in three excitingly different models, too; Celica GT Liftback, GT and ST. Each comes with all the quality pluses you've come to expect from Toyota.

Like fully-equipped interiors that include a cockpit-type dash and full console. And a simulated woodgrain instrument panel with steering-column-mounted controls and full instrumentation that includes an electric tach. Comfortable reclining Hi-back front bucket seats. Cut-pile wall-to-wall carpeting. Even an AM/FM radio. All standard features on every Celica.

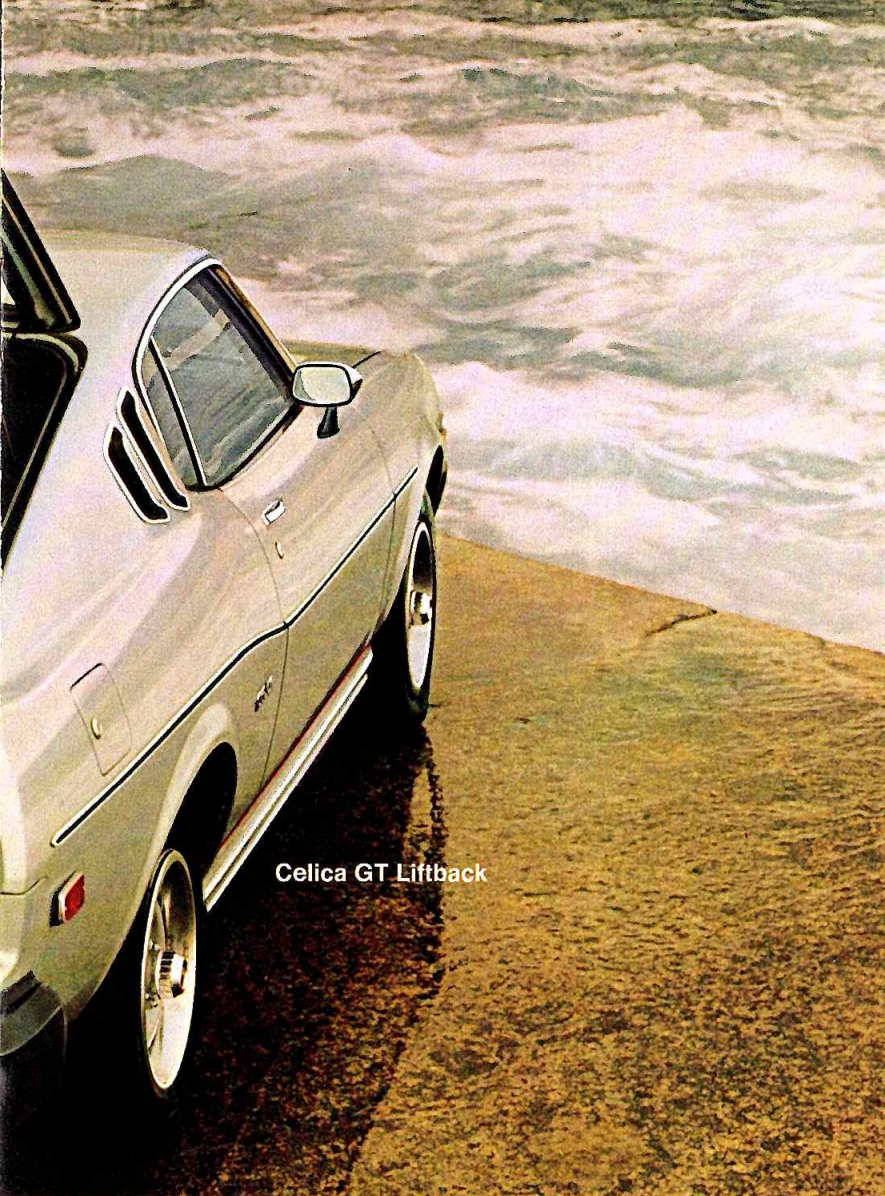
And the GT and GT Liftback utilize a unique built-in early warning Electro Sensor Panel device called ESP.[®] It monitors eight vital Celica functions including the brake system, lights and fluid levels, for your convenience and safety.

Outside, you can get optional paint-saving body side protective molding.

You asked for sports car excitement plus, you got it. Toyota Celica.



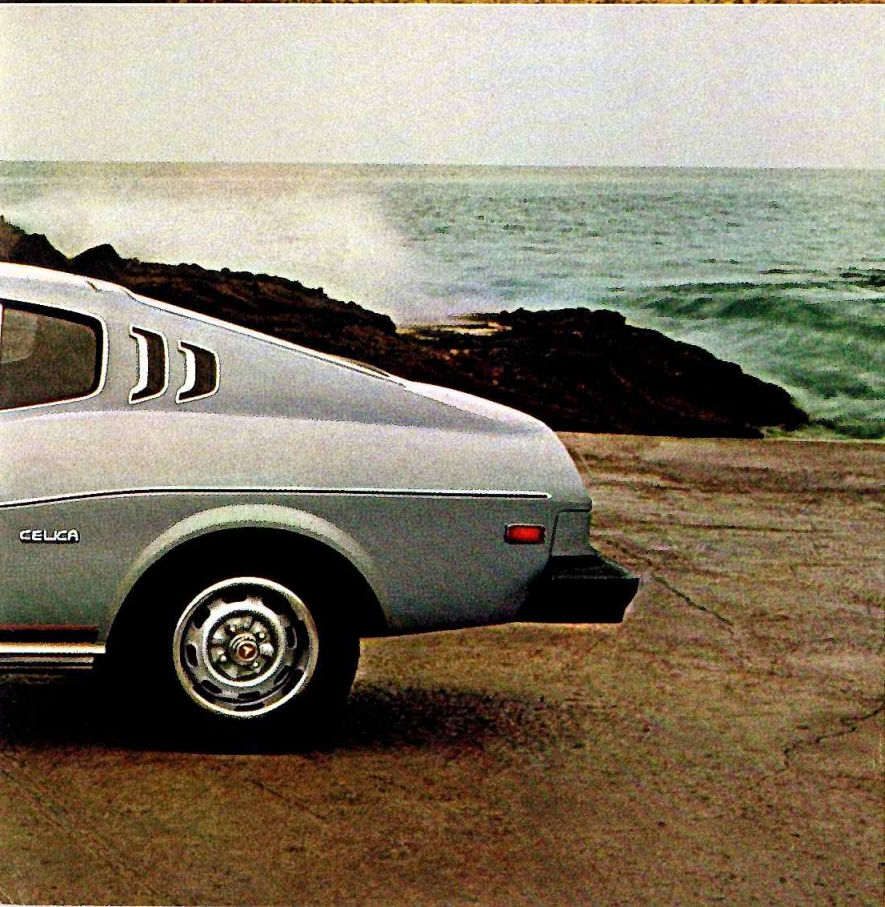
Celica GT Liftback



Celica GT Liftback



Celica GT Hardtop



Celica ST Hardtop

**COROLLA QUALITY—
A LOT OF CAR
FOR A LITTLE MONEY.**

Toyota Corolla is one of the best-selling car lines in the world. Why?

Because Corolla has established a solid reputation among car buyers as a quality-built car that offers outstanding value. Outstanding value means getting a lot of car for a little money. Expect a lot of car from Corolla.

Expect an extra wide range of Corollas to choose from. Eleven different models, in an exciting variety of body styles and types. From the versatile Corolla Liftback with a nifty fold-down split rear seat and enough cargo space to accommodate 20 full size bags of groceries. To Toyota's lowest sticker-priced highest gas mileage car, the Corolla 2-Door Sedan with a 1.2 liter engine. In EPA tests it was rated 49 miles per gallon on the highway, 36 city. These EPA results are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment. In California and EPA designated high altitude areas, this car comes equipped with a 1.6 liter engine only and will have lower EPA mileage ratings.

There are more Corollas too. A host of sedans, a hardtop and the 5-Door Wagon (with optional simulated woodgrain side paneling and chrome luggage rack).

And, you can expect solid, quality features built into every Corolla. To make sure they deliver dependable performance and long-lasting durability.

Standard features like MacPherson strut front suspension to help flatten out the rough roads. Smooth-stopping power front disc brakes. And a unitized body—with welds instead of nuts and bolts—to help eliminate bothersome squeaks and rattles. Plus, most Corollas come standard with long-lasting steel-belted radial tires.

You'll find loads of standard features inside a Corolla too. In addition, there's an array of transmissions to choose from, including eight different Corolla models that offer our gas-stingy* 5-speed overdrive transmission. More than any other make of car.

Toyota believes so strongly in the superior quality of their automobiles that they're prepared to make this statement: If you can find a better built car or truck than a Toyota...buy it!

You asked for a lot of car for a little money, you got it. Toyota Corolla.

*See EPA statement on inside back cover.



Corolla 2-Door Sedan



Corolla 4-Door Sedan Deluxe

Corolla 2-Door Sedan Deluxe



Corolla 4-Door Sedan Custom

Corolla 2-Door Sedan Custom



Corolla Liftback SR-5



Corolla Liftback Deluxe

Corolla Liftback SR-5



Corolla 5-Door Wagon

**CORONA QUALITY—
SOLID COMFORT AT
A COMFORTABLE PRICE.**

It's easy to recognize a Corona, because they're built solid from the ground on up. Quality features are built right in, so you can expect Coronas to be durable and last for a long time.

Every Corona comes with a durable 2.2 liter overhead cam engine to deliver plenty of passing power out on the road. And power front disc brakes for smooth stops.

Plus a solid, unitized body—held together with welds instead of nuts and bolts—to help eliminate bothersome squeaks and rattles.

In addition, you'll find most Coronas equipped with long-lasting steel-belted radial tires for excellent road-holding characteristics.

All of which means, you end up getting a car you can depend on. One that's a virtual pleasure to drive, ride in and own.

City streets or open road, Coronas deliver a ride that's incredibly smooth. Interiors too, are luxurious and comfortable, precisely engineered to provide ample head, leg and shoulder room.

And like all Toyotas, Coronas come exceptionally well-equipped, with loads of standard features included in the base sticker price. Features like loop pile wall-to-wall carpeting, a convenient electric rear window defogger and power-boosted Flo-thru ventilation, all standard. Which means Coronas save you money right from the start.

Coronas offer a choice of four different models to choose from too. The 2-Door Sedan Custom and the 4-Door Sedan. The 2-Door Hardtop. Or the 5-Door Wagon, with its versatile fold down rear seat—enough cargo space to let mom bring 20 full-sized bags of groceries home from the market (with optional simulated woodgrain side paneling and chrome luggage rack).

Plus, there's a selection of 3 different transmissions. A durable 4-speed. A smooth-shifting 3-speed automatic. Or a 5-speed overdrive that helps get good gas mileage* and reduce engine wear when driving in fifth gear.

So expect a lot from a well-built Corona. Solid performance. A smooth, comfortable ride. Roomy, well-equipped interiors. Good fuel economy.* And Toyota quality through and through. All at a price you can live with.

You asked for solid comfort at a comfortable price, you got it. Toyota Corona.

*See EPA statement on inside back cover.



Corona 4-Door Sedan



Corona 5-Door Wagon



Corona 2-Door Hardtop



Corona 2-Door Sedan Custom

HOW TO RECOGNIZE QUALITY WHEN YOU FIND IT.

There are several good ways to evaluate the quality of a vehicle, short of just going out, buying one, and driving it.

First off, you could check the vehicle's record to see what kind of reputation it's established. If you check Toyota's, you'll find that it was the number one selling import in America in 1976. We think you'll agree that says quite a lot about Toyota quality, and about Toyota.

Another thing you could do is examine the car itself, for indications of sound engineering design and good craftsmanship. If you examine a Toyota, you'll find they come equipped with solid quality features built right in.

Toyotas also exhibit many other indications of outstanding craftsmanship. For example, the paint. Toyota bodies are completely submerged in primer. So you'll find it under the hood, inside the trunk, even up under the fenders—places that some manufacturers often skip. Because at Toyota, paint is more than just a pretty color. It's protection. More quality.

Look further and you'll see that Toyota hasn't overlooked the smaller things either. Notice the weather stripping around the doors. It's been carefully put on by hand for a good, tight seal against irritating water and dust leakage. See how the trunk lid and hood are mounted so they match the body contours, straight and even. Look under the hood and check the hole in the firewall where the electrical wiring comes through. It's finished with a snug rubber grommet, not some sticky mastic gunk. Quality and more quality.

Of course these are only a few small examples. But if you continue looking you'll find hundreds more just like them. They're part of Toyota's unrelenting attention to detail, and you'll find them in every car and truck that rolls off the Toyota assembly line. Because at Toyota, we know that by making certain that care and attention is given to even the smallest details, you'll end up with a car or truck that's quality through and through.

But in the end, perhaps the best way to find out about car or truck quality is to ask a person who owns one.

If it's a Toyota you're asking about they'll tell you in their own words about Toyota quality. You see, they have a great story to tell.

And so do we. In fact, Toyota believes so strongly in the superior quality of their cars and trucks that they're prepared to make this statement: If you can find a better built car or truck than a Toyota...buy it!

EPA STATEMENT:

EPA gas mileage figures for all the various Toyota models are not listed in this brochure. Please see your Toyota dealer for EPA mileage guide and EPA mileage ratings. EPA ratings are estimates. The mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.

Specifications, equipment and prices are subject to change without notice.



SR-5 Sport Truck

Long Bed SR-5 Sport Truck



Standard Bed
Deluxe

Long Bed Deluxe



WHEN YOU'RE LOOKING FOR QUALITY PARTS AND SERVICE, LOOK TO YOUR NEARBY TOYOTA DEALER.

You'll find that Toyota operates its parts and service network with the same care and pride that builds their cars and trucks. Which means you can expect quality treatment from more than 1000 Toyota dealers.

Next time you visit your local Toyota dealership, take special notice of the parts and service department.

Each Toyota service department maintains a broad assortment of tools. Many were designed specifically for work on Toyota cars and trucks, to get a job done right and save time too. Efficiency like that helps to save time and money.

QUALITY SERVICE TECHNICIANS

There are over 4000 of them in all. Most were professional automobile mechanics for many years before ever coming to Toyota.

Since then, they've become Toyota service technicians, specially schooled and trained in the finer aspects of Toyota service techniques.

Many didn't stop there though. Toyota encouraged them to go on to achieve certification by the National Institute for Automotive Service Excellence (NIASE) a national organization of professionals whose sole purpose is to properly test and qualify service technicians in every phase of automotive technology.

QUALITY PARTS

Toyota dealers stock quality service parts for Toyota cars and trucks. And if for some reason they don't have a part, they can get it fast.

There are nine Toyota parts warehousing facilities spread out all across the country. And with the help of a computerized system, parts from all warehouses are tied into a master depot. It allows for a complete inventory of parts to be available to Toyota owners.

Good cars that are easy to service. And good service that's easy to find. You asked for it. You got it. Toyota.

HALF-TON QUALITY— WHAT YOU'D RARELY EXPECT FROM A HALF-TON TRUCK.

You can expect Toyota Half-Tons to be more than tough.

Expect many advantages that make Toyota Half-Tons the outstanding truck buy.

Like the widest selection of models in their class*: SR-5 Sport Trucks. 7-foot Long Beds. 6-foot Standard Beds. 5-speeds. 4-speeds. And 3-speed automatics.

And better 1977 EPA gas mileage results than any other truck in their class:**

Plus more hip, head and shoulder room than Toyota's leading half-ton competitor.* And comfortable interiors, exceptionally well-equipped with loads of standard features.

For instance, SR-5 Sport Trucks come standard-equipped with AM radio, plush wall-to-wall carpeting, comfortable Hi-back bucket seats and a 5-speed overdrive transmission.

Speaking of 5-speeds, you'll find them standard or optional on most Toyota Half-Tons.

Underneath, you'll find a rugged welded-steel frame that carries a big 1100 pounds of payload. And hefty power front disc brakes that resist fading.

You asked for quality you'd rarely expect from a Half-Ton truck, you got it. Toyota Half-Ton.

*Based on available information at time of printing.

**Based on a comparison of 1977 EPA mileage figures available at time of printing. See EPA mileage statement on inside back cover.

LAND CRUISER QUALITY.



Rugged enough to keep going. And going.
Because Toyota builds them rugged.

With a big 125 horsepower, 6-cylinder engine, to let Land Cruisers go, where most other vehicles can't. And a reinforced steel body to make sure they're put together for keeps.

Choose the Hardtop or the versatile Wagon.
One's just as hard-nosed as the other.

You asked for a vehicle rugged enough to keep going and going, you got it. Toyota Land Cruiser.

QUALITY
YOU ASKED FOR IT. YOU GOT IT.
TOYOTA