



# Japan's Automotive Giant TOYOTA MOTOR





## 1 TOYOTA CROWN DELUXE

In Toyota's Crown series, the Crown Deluxe is the paragon of automotive quality. A combination X-frame and *monocoque* body affords sturdy stability and full protection from vehicular noise. One of the main characteristics of the Crown Deluxe is outstanding roadability. This is made possible by Toyota's newly engineered coil and spring suspension system on each wheel.

An energetic 95 b.h.p. engine powers the Crown Deluxe and it features a specially designed gear box that can be adapted to your choice of either the functional 3-speed steering column shift or the dynamic 4-speed floor type.

## 2 TOYOTA CROWN SEDAN

The Toyota Crown Sedan is an extremely practical car blended with just the right amount of luxury. The spacious interior offers maximum room and is handsomely complemented by an easy-to-read instrument panel. The worst roads pose no problems to the Crown Sedan's smooth ride thanks to a sturdy X-frame and leaf spring suspension. Front wheel brakes with unique cooling fins provide the last word in automotive safety.

Perhaps the most functional aspect of the Crown Sedan is the highly economical 85 b.h.p. engine that gives instant response at high and low speeds.







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### 3 TOYOTA CROWN UTILITY WAGON

Class, Quality, and utility all rolled into one... that's the Toyota Crown Utility Wagon.

This is the wagon that features an extra long wheel base and a unique suspension system that insures outstanding "road holding" ability and a truly comfortable ride. For that large, bulky item you have to haul, just fold back the rear seat for lots of extra space.

Naturally the rear window is power operated from the driver's seat.

The Crown Utility Wagon is powered by an 85 b.h.p. engine and you have your choice of a 3-speed or 4-speed synchromesh transmission.

### 4 TOYOTA CORONA SEDAN

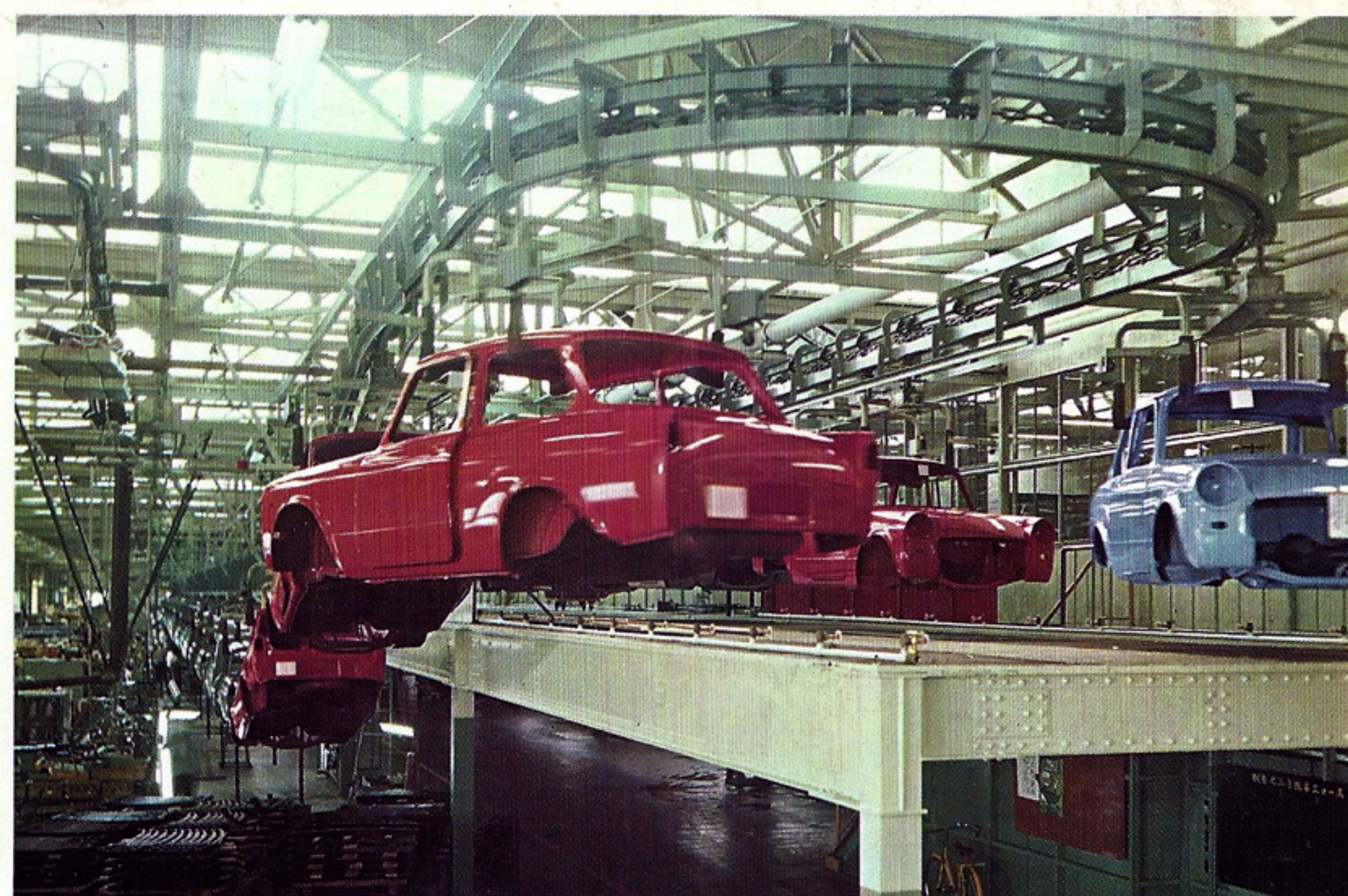
This is the all new, refined, "Arrow Line". Featuring light-weight structure that enables the body and frame to be welded together thus affording an extra sturdy body unit.

The Toyota engineered 74 b.h.p. engine has an acceleration rate of less than 20 seconds for a quarter mile. This compares favorably with most GT cars.

Perfectly sound-proofed, the low noise level in the interior is unparalleled.

A 4-speed floor shift rounds out this excellent car.





## TOYOTA RANKS AMONG TOP TEN IN THE WORLD

Toyota Motor Co., Ltd., has the largest, most complete and modern automotive production facilities in the Orient. Recently ranked tenth place worldwide, Toyota is now producing more than 40,000 vehicles monthly.

The Toyota line of products runs the gamut of automotive production including sedans, station wagons, large and small trucks, buses and four-wheel drive vehicles.

Toyota vehicles are now being exported to many overseas countries where they are steadily earning high reputations.

At the modern Toyota Technical Laboratories, research and development are incessantly carried on to improve products, explore new areas and meet customers demands.

Quality and durability are the hallmarks of Toyota Motor Co., Ltd.

You are cordially invited to visit any authorized Toyota dealer and see for yourself why Toyota offers more for your money . . . do it today!



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