

4 R U N N E R 9 8



 TOYOTA



Toyota 4Runner SR5 Shown in Natural White with Optional Equipment

Quality & Harmony

With its muscular physique and chiseled features, the 1998 4Runner is an imposing figure. It looks unstoppable, yet there exists an unmistakable air of dignity and sophistication. Soft curves outside continue inside with the gentle slope of the centre console, the shape of the seats and the way the instrument panel flows smoothly into the door panels to create a relaxed, soothing environment. Mechanical elegance is everywhere: in the low effort steering; in the powertrain's amazing blend of performance and fuel economy; and in the generous cargo capacity enclosed within compact exterior dimensions. 4Runner – available in three different models: Limited, SR5 V6 and SR5. Toyota Quality... discover it for yourself.



Toyota 4Runner Limited Shown in Desert Dune Metallic



Toyota 4Runner SR5 V6 Shown in Black (Optional Equipment Shown)



Toyota 4Runner SR5 Shown in Radiant Red

 **TOYOTA 4Runner 98**



4Runner Limited Shown in Desert Dune Metallic

The sophisticated styling of the 1998 4Runner Limited includes colour-coordinated fender flares and running boards, a practical and convenient roof rack, and stylish 16" alloy wheels.

The Limited is a delight to drive, with impressive interior comforts, ample cargo space and exceptional performance levels. 4Runner Limited's powerful 3.4 Litre

24-valve V6 with sequential multi-point EFI delivers 183 hp. and 217 lb. ft. of torque, providing the ideal mix of power with economy. 4-wheel A.B.S.*

(Antilock Braking System) is standard and Limited's one-touch 4WD and rear differential lock aids traction and adds peace of mind.

*Operates in 2WD or 4WD mode

 **TOYOTA 4Runner 98**



4Runner Limited's Handsome Oak Leather Trimmed Interior

Take Comfort

Supple leather seat surfaces position 4Runner Limited as an exceptional luxury vehicle. The driver and front passenger are pampered with standard leather trimmed sport seats with a full range of power and manual adjustments. Rear seat passengers relax in leather with stretch-out legroom, standard rear cup holders, auxiliary rear heater and door mounted speakers. 4Runner Limited comes with a full range of standard equipment including: 4-speed overdrive (ECT) automatic transmission, driver and front passenger airbag Supplemental Restraint System (SRS), a "Power Group" of power windows, door locks, antenna and mirrors, cruise control, "One Touch" 4WD, leather wrapped steering wheel, air conditioning, and power moonroof.

Form & Function

4Runner's gauges have been arranged for optimum visibility, a door ajar warning lamp is included for safety and the cruise control* is activated by a column-mounted lever for better accessibility. The cluster above the centre console houses frequently used controls such as air conditioning, audio etc. Limited's premium 3-in-1 audio system delivers rich audiophile quality sound in AM/FM, cassette or CD format. Six strategically placed speakers let you appreciate the symphony or the subtleties of an acoustic guitar.

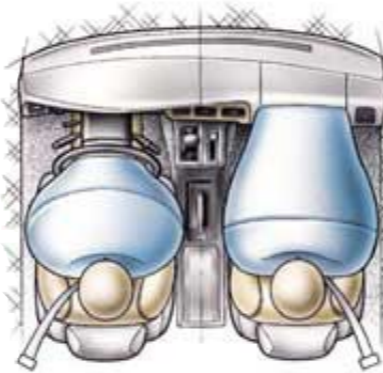
*Optional on SR5



4Runner Limited's Central Power Control Armrest
(Optional on SR5 & SR5 V6)



4Runner's Rear Cup Holder



4Runner's Driver and Front Passenger Airbags

Step Inside



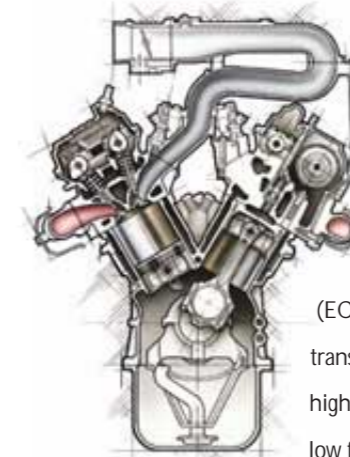
Two Views: 4Runner's Simulated Wood Accents and the Ergonomically Designed Instrument Panel



4Runner SR5 V6 Shown in Black with Optional Equipment

4Runner SR5 V6

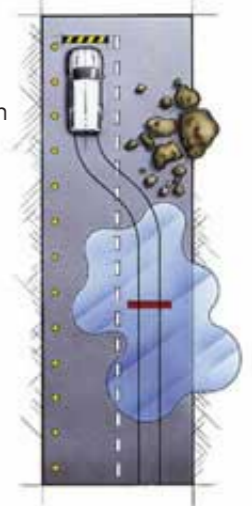
Sophisticated and practical, 4Runner SR5 V6 has a 3.4 Litre, 24-valve V6 engine with sequential multi-point EFI that produces an impressive 183 hp. @ 4800 rpm with peak torque (217 lb. ft.



@ 3600rpm) in the vital low and mid-range rpm. Rack and pinion power steering improves feeling and response. The 5-speed overdrive manual transmission and optional 4-speed overdrive

(ECT) automatic transmission blend high performance with low fuel consumption.

Standard equipment includes on demand 4WD, 4-wheel A.B.S. (Antilock Braking System), a driver and front passenger airbag Supplemental Restraint System (SRS), 4-speaker AM/FM cassette, power mirrors and door locks, cruise control, and much more.



 **TOYOTA 4Runner 98**



4Runner SR5 Shown in Dark Teal Green Mica with Optional Equipment

4Runner SR5's 2.7 Litre DOHC 16-valve 4-cylinder with sequential multi-point EFI delivers 150 hp. @ 4800 rpm. Two counter-rotating balance shafts help minimize internal vibrations so it runs incredibly smooth. A 5-speed overdrive manual transmission or optional 4-speed overdrive (ECT) automatic combine for maximum performance and fuel economy. Steering feel and response

with power rack and pinion steering couldn't be better. 4Runner SR5's double-wishbone coil spring front suspension, refined 4-link rear suspension and 105.3" wheelbase enhance ride comfort and stability on or off road. SR5 standard safety features include a driver and front

passenger airbag Supplemental Restraint System (SRS), On Demand 4WD System, anchor points for child restraint seats, child protector rear door locks and adjustable 'B' pillar shoulder belt anchors. Work or play, SR5 delivers with a long list of standard equipment.

Performance

4Runner Limited and SR5 V6's 183 hp. four-cam V6 produces most of its torque at low RPM, perfect for that off-road excursion or highway on-ramp.

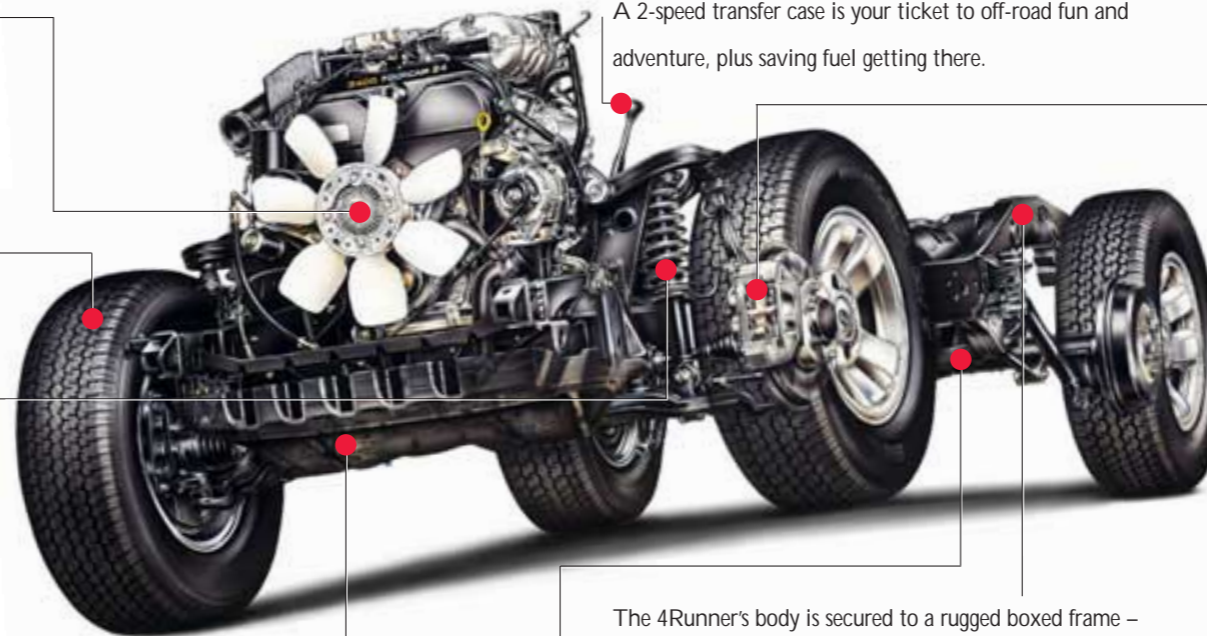
Tall P265/70R16 tires (optional on SR5 and SR5 V6, standard on Limited) contribute to the 4Runner's excellent traction.

A strong coil-spring, double-wishbone front suspension provides lots of wheel travel – a major benefit to rock crawlers and highway commuters alike. Complementing this design is a solid-axle 4-link/coil spring rear suspension.



Large, efficient front disc brakes and 4-wheel A.B.S.* provide quick, fade-resistant stops. **Optional on 4-cylinder models*

A 2-speed transfer case is your ticket to off-road fun and adventure, plus saving fuel getting there.



Thick metal skid plates help protect the front suspension, transfer case and the fuel tank from rocks and other off-road obstacles.

The 4Runner's body is secured to a rugged boxed frame – built strong to survive tortuous terrain.

4Runner is one of few vehicles in its class to have a true locking differential.* With the push of a button, the optional locker minimizes rear-wheel spin by dividing power equally between both wheels. **Optional on SR5 and SR5 V6, Standard on Limited*

Accessories



1 COMPLETE THE LUXURIOUS INTERIOR LOOK OF YOUR 4RUNNER WITH A TOYOTA GENUINE WOOD DASH PACKAGE.

2 A TOYOTA GENUINE TOWING RECEIVER HITCH PROVIDES FOR UP TO 2268 KG (5000 LBS.) TOWING ON V6 MODELS OR 1587 KG (3500 LBS.) ON 4-CYLINDER MODELS.

3 PROTECT YOUR INVESTMENT WITH A GENUINE TOYOTA SECURITY OR KEYLESS ENTRY SYSTEM (TVIP). RS3000 OFFERS REMOTE ARM/DISARM AND DOOR LOCK/UNLOCK.* GLASS BREAKAGE SENSOR, STARTER DISABLE AND MANY OTHER SECURITY AND CONVENIENCE FEATURES.

4 ENHANCE YOUR 4RUNNER'S FUNCTION AND APPEARANCE WITH THIS GENUINE ROOF RACK. PRACTICAL LOAD-CARRYING FEATURES AND INTEGRATED STYLING ALLOWS FOR A CARGO CAPACITY OF 75 KG. (165 LBS.), WHILE AVAILABLE BIKE AND SKI ATTACHMENTS ADD TO THE VERSATILITY.

5 PROTECT YOUR HOOD AND WINDSHIELD FROM BUGS, DIRT AND MINOR ROAD DEBRIS WITH A GENUINE TOYOTA HOOD PROTECTOR.

6 STYLISH AND DURABLE FENDER FLARES** REDUCE ROAD SPLASH WHILE GENUINE TOYOTA RUNNING BOARDS PROVIDE FOR EASE OF ENTRY AND EXIT.

7 TO GET THE LATEST AND BEST AUDIO SYSTEM FOR YOUR LISTENING NEEDS - SEE YOUR TOYOTA DEALER

FOR INFORMATION.



*MUST BE EQUIPPED WITH POWER DOOR LOCKS

**AVAILABLE ONLY FOR VEHICLES EQUIPPED WITH P265/70R16 TIRES. NEW FRONT SPLASH GUARDS ARE REQUIRED.

1998 4Runner Features

THE FOLLOWING EQUIPMENT IS COMMON TO ALL 4RUNNER MODELS

CARGO: Cargo Area Carpet, Tie-Down Rings, Interior Cargo Area Access.	Odometer, Water Temperature Gauge, 4WD Indicator.	REAR SEAT: 50/50 Split Bench, (2) Adjustable Headrests, Fold-Down Seatback, Foldable Cushions.	SECURITY: Remote Fuel Lid Release, Glove Box Lock, Cargo Area Tonneau Cover.
CLIMATE CONTROL: Auxiliary Rear Heater.	INTERIOR LAMPS: Cargo, Ashtray, Ignition Key, Cigarette Lighter.	SAFETY: Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*; Anchor Points for Child Restraint Seats, Child Protector Rear Door Locks, Adjustable "B" Pillar Shoulder Belt Anchors, Assist Grips, Outboard 3 Point Lap & Shoulder Belts, Tow Hook.	STEERING: Power-Variable Assist, Rack & Pinion Steering Wheel: Tilt.
CONVENIENCE ITEMS: Digital Clock, Front & Rear Cup Holders, Cigarette Lighter, Fuel Cap Hanger, Rear Ashtray, Accessory Power Outlet.	INTERIOR TRIM: Door Map Pockets, Driver Footrest, Fabric Headliner.	SEAT ADJUSTMENTS: Driver & Front Passenger Recline, Headrest-Vertical.	STORAGE: Front & Centre Console Box.
EXTERIOR FEATURES: Highmount Stoplamp.	INTERNAL MIRRORS: Passenger Vanity Mirror, Day/Night Rear View Mirror.	SEAT MATERIAL: Cloth.	WARNINGS: Door Ajar, Headlamp On, Low Fuel & Low Washer Fluid.
EXTERNAL MIRRORS: Dual, Foldable.	MECHANICAL FEATURES: Part-Time 4WD, 2-Speed Transfer Case, A.D.D. (Automatic Disconnecting Differential), Fuel Tank & Transfer Case Protection.		WINDOWS: Side Window Defoggers, Electric Rear Window Defroster, Tinted Glass, Power Tailgate Window.
FLOOR MATERIALS: Carpeting.			WIPERS: Variable Intermittent, Rear Window Wiper/Washer, Intermittent.
FRONT SEAT TYPE: Low Back Buckets.			
HEADLAMPS: Aero Style Halogen.			
INSTRUMENTATION: Tachometer, Trip			

SRS EQUIPMENT ADDS

AUDIO: AM/FM Cassette, 4-Speakers.	DOHC, 4-Cylinder, Balance Shafts.	TIRES: P225/75R15, Radials, Dunlop Mud & Snow, Full Size Spare.	TRANSMISSION: 5-Speed Manual, Overdrive.
ENGINE: 2.7 Litre, 150 HP, Sequential Multi-Point Electronic Fuel Injection, 16-Valve,	EXTERIOR FEATURES: Front & Rear Splash Guards.	TOWING CAPACITY: 1587 kg/3500 lbs.	WHEELS: Styled Steel.
	INTERIOR TRIM: Semi-Fabric Door Trim.		WIPERS: 2-Speed Wipers, Mist Feature.

SRS V6 EQUIPMENT ADDS

AUDIO: Premium AM/FM Cassette, 4-Speakers.	Multi-Point Electronic Fuel Injection, 24-Valve, DOHC, V6, Engine Oil Cooler.	FLOOR MATERIALS: Carpet Floor Mats.	TIRES: P225/75R15, Radials, Dunlop Mud & Snow, Full Size Spare.
BRAKES: 4-Wheel A.B.S. (Antilock Braking System).	EXTERIOR FEATURES: Front & Rear Splash Guards, Colour-Keyed Door Handles.	INTERIOR LAMPS: Glove Box, Map.	TOWING CAPACITY: 2268 kg/5000 lbs.
CHROME FINISH: Grille, Front & Rear Bumpers.	EXTERIOR MIRRORS: Power Remote Control, Colour-Keyed.	INTERNAL MIRRORS: Illuminated Passenger Side Vanity Mirror.	TRANSMISSION: 5-Speed Manual, Overdrive.
CONVENIENCE ITEMS: Cruise Control.		SECURITY: Power Door Locks, Key Lockout Protection.	WHEELS: Styled Steel.
ENGINE: 3.4 Litre, 183 HP, Sequential			

LIMITED EQUIPMENT ADDS

AUDIO: Premium 6-Speaker AM/FM Cassette & CD with Graphic Equalizer Tone Control, Diversity & Power Antenna.	ENGINE: 3.4 Litre, 183 HP, Sequential Multi-Point Electronic Fuel Injection, 24-Valve, DOHC, V6, Engine Oil Cooler.	INTERNAL MIRRORS: Illuminated Passenger Side Vanity Mirror.	TIRES: P265/70R16, Radials, Bridgestone All-Season, Full Size Spare.
BRAKES: 4-Wheel A.B.S. (Antilock Braking System).	EXTERIOR FEATURES: Fender Flares, Running Boards, Roof Rack, Body Side Cladding, Rear Splash Guards, Colour-Keyed Door Handles.	MECHANICAL FEATURES: One-Touch 4WD, Rear Differential Lock.	TOWING CAPACITY: 2268 kg/5000 lbs.
CHROME FINISH: Grille, Front & Rear Bumpers.	EXTERIOR MIRRORS: Power Remote Control, Colour-Keyed.	PASSENGER SEAT ADJUSTMENTS: Recline (Power), Fore/Aft (Power), Headrest-Vertical & Tilt.	TRANSMISSION: 4-Speed, Automatic, ECT, Overdrive, Lock Up Torque Converter.
CLIMATE CONTROL: Air Conditioning.	FLOOR MATERIALS: Carpet Floor Mats.	SEAT MATERIAL: Leather Seat Surfaces.	WHEELS: (4) Aluminum Alloy Wheels, Lock Package.
CONVENIENCE ITEMS: Cruise Control, Retained Accessory Power, Front Seatback Pockets.	FRONT SEAT TYPE: Sport Seats.	SECURITY: Power Door Locks, Key Lockout Protection.	WINDOWS: Power - Central Control, Driver Side Auto Down, Privacy Glass on Rear Doors, Quarter Windows & Rear Window.
DRIVER SEAT ADJUSTMENTS: Lumbar Support (Power), Recline (Power), Cushion Height (Power), Fore/Aft (Power), Headrest-Vertical & Tilt.	INTERIOR LAMPS: Glove Box, Map.	STEERING WHEEL: Leather Wrapped.	
	INTERIOR TRIM: Simulated Woodgrain Trim, Synthetic Leather Door Trim.	SUNROOF: Power Tilt & Slide Moonroof w/Sunshade.	

*See Airbag Notice

1998 4Runner Features

NEW VEHICLE WARRANTY

SUMMARY

NO DEDUCTIBLES

NO TRANSFER FEES

COMPREHENSIVE COVERAGE – 3 YEARS OR 60,000 KM

This warranty covers repairs on any part of the vehicle that is defective in material or workmanship under normal use & maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS – 5 YEARS OR 100,000 KM

This warranty covers repairs to power-train components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS – 8 YEARS OR 130,000 KM

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION – 5 YEARS UNLIMITED DISTANCE

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

WE HAVE YOU COVERED!



With Extra Care Protection,[™] your new Toyota has inflation protected coverage from mechanical failure, road emergencies, and much more. It is the affordable and cost effective way to guarantee your peace of mind and to protect your investment whether you buy or lease. ECP is not a warranty... it's much more! It can provide you and your new Toyota with coverage such as Towing, Emergency Road Service, Rental Assistance, and Tire Road Hazard Protection. It can take over with Mechanical Protection when your Toyota factory warranty ends. Please consult with your Toyota Dealer about this valuable option, because with ECP, "we have you covered!"

FACTORY OPTIONS	SR5	SR5 V6	LIMITED
4-Speed Overdrive (ECT) Automatic with Lock-Up Torque Converter & Overdrive Cancel Switch	○	○	●
PACKAGES AVAILABLE			
Colour Package: Colour-Keyed: Grille, Front & Rear Bumpers, Body Cladding & Lower Valance <i>note: Available with Exterior Colour #1A5 Only</i>			○
SR5 Package: 4-Wheel A.B.S.* (Antilock Braking System), Privacy Glass on: Rear Doors, Quarter Windows & Rear Window, Power Remote Control Mirrors, Power Door Locks with "Key Lockout Protection", (4) Aluminum Alloy Wheels, (5) P265/70R16 Bridgestone Tires, Rear Differential Lock, Power Antenna, Windows w/Driver-Side "Auto-Down", Cruise Control, Wheel Arch Moulding, Glove Box Lamp, 4.556 Axle Ratio, Map Lamps	○		
SR5 V6 Value Package: (4) Aluminum Alloy Wheels, (5) P265/70R16 Bridgestone Tires, 4.100 (5-Speed) or 4.300 (Automatic) Axle Ratio, Power Windows w/Driver-Side "Auto-Down", Retained Accessory Power, 6-Speaker AM/FM Cassette with Power/Diversity Antenna, Leather Wrapped Steering Wheel, Leather Wrapped Shift Knob (5-speed Only), Privacy Glass on: Rear Doors, Quarter Windows & Rear Window, Driver & Front Passenger Sport Seats, Upgraded Seat & Door Trim, Front Seatback Pockets, Air Conditioning, Running Boards		○	
SR5 V6 Package #1: (4) Aluminum Alloy Wheels, Power Windows w/Driver-Side "Auto-Down", Retained Accessory Power, 6-Speaker AM/FM Cassette with Power/Diversity Antenna, Leather Wrapped Steering Wheel, Leather Wrapped Shift Knob (5-Speed Only), (5) P265/70R16 Bridgestone Tires, Rear Differential Lock, 4.100 (5-Speed) or 4.300 (Automatic) Axle Ratio, Power Tilt & Slide Moonroof with Sunshade, Privacy Glass on: Rear Doors, Quarter Windows & Rear Window, Driver & Front Passenger Sport Seats, Upgraded seat & Door Trim, Front Seatback Pockets, Air Conditioning		○	
DEALER OPTIONS			
Compact Disc Player/Autochanger, Fog Lamps, Trailer Hitch, Gold Emblem Kit	○	○	○
Front End Mask, Theft Deterrent System, Grille/Brush Guard	○	○	○
Air Conditioning, Protective Floor Mats, Running Boards, Roof Rack, Fender Flares, Wood Dash Accents	○	○	
COLOURS <i>(Clear coat on all metallic/mica/pearl paint)</i>	SR5	SR5 V6	LIMITED (LEATHER)
Exterior			
Interior	Grey ◆	Oak ■	<i>(Oak Leather optional on SR5 V6)</i>
056 Natural White	■	■	■
1A5 Desert Dune Metallic	■	■	■
202 Black	■	■	■
3K4 Sunfire Red Pearl			■
3L5 Radiant Red	◆	◆	
751 Dark Teal Green Mica	■	■	■
8L6 Azure Blue Pearl	◆	◆	
926 Blueseel Mica	◆	◆	
○ - Optional ● - Standard *Operates in 2WD or 4WD Mode			

AIRBAG NOTICE: The 1998 Toyota 4Runner features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a front-end collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system.

Seat belts must be worn at all times by all occupants.

TOYOTA CANADA INC. Specifications and equipment are based on information available at time of printing and are subject to change without notice. In some cases, features, although shown as, or stated to be standard equipment, may nonetheless be optional or not available. For details on options, accessories and specifications, contact your Toyota Dealer.

Canadian vehicles equipped with daytime running lights.

1998 4Runner Specifications

MECHANICAL	SR5	SR5 V6	LIMITED
Engine	3RZ-FE 2.7 Litre (2694cc), 4-Cylinder, DOHC, 16-Valve, Sequential Multi-Point Electronic Fuel Injection	●	
	5VZ-FE 3.4 Litre (3378cc), V6, DOHC, 24-Valve, Sequential Multi-Point Electronic Fuel Injection		●
Compression Ratio	9.5:1	●	
	9.6:1		●
Horsepower (kW)	150 (112) @ 4800 rpm	●	
	183 (137) @ 4800 rpm		●
Torque (N.m)	177 lb. ft. (240) @ 4000 rpm	●	
	217 lb. ft. (294) @ 3600 rpm		●
Suspension	Front: Independent, Double Wishbone, Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers Rear: 4-Link with Coil Springs, Gas-Filled Shock Absorbers, Stabilizer Bar	●	●
Drivetrain	Front Engine/Part-Time 4WD with A.D.D. (Automatic Disconnecting Differential) (*One Touch 2WD – 4WD)	●	● ⁱ
Transmission	5-Speed Overdrive Manual	●	●
	4-Speed Electronically Controlled Overdrive Automatic with Lock-Up Torque Converter & Overdrive Cancel Switch	○	○
Brakes	Power-Assisted Ventilated Front Discs/Rear Drums with Load-Sensing Brake Proportioning Valve	●	●
	4-Wheel A.B.S. ^{††} (Antilock Braking System)	○	●
Steering	Rack & Pinion with Variable Power Assist	●	●
Tires	Dunlop Mud & Snow Radials P225/75R15, Full-Size Spare	●	●
	Bridgestone All-Season Radials P265/70R16, Full-Size Spare	○	○

DIMENSIONS	<i>mm (in.)</i>		
Length	4540 (178.7)		
Width	1690 (66.5)	1730 (68.1) (w/P265 Tire)	Limited 1800 (70.9)
Height (Unloaded)	1715 (67.5)	1760 (69.3) (w/P265 Tire)	Limited 1760 (69.3) w/o Roof Rack
Wheelbase	2675 (105.3)		
Tread	Front: 1505 (59.2)	Rear: 1495 (58.8)	(w/P265 Tire) Front: 1505 (59.2) Rear: 1510 (59.4)
Ground Clearance	(Minimum Running At Transfer Skidplate)		250 (9.8) (w/P265 Tire) 280 (11.0)
Headroom	Front: 998 (39.3)	Rear: 983 (38.7)	
w/Moonroof Option	Front: 960 (37.8)	Rear: 983 (38.7)	
Legroom	Front: 1081 (42.5)	Rear: 888 (35.0)	
Shoulder Room	Front: 1361 (53.6)	Rear: 1354 (53.3)	
Seating Capacity	Front: 2	Rear: 3	

GROSS VEHICLE WEIGHT	<i>kg (lbs.)</i>		
	2381 (5250)		
		●	●

TOWING CAPACITY	<i>kg (lbs.)</i>		
	4-Cylinder 1587 (3500)		
		●	
	V6 2268 (5000)		●

CARGO CAPACITY	<i>m³ (cu. ft.)</i>		
	Rear Seat Up 1.262 (44.6)	Rear Seat Down 2.260 (79.8)	
		●	●

BASE CURB WEIGHT	<i>kg (lbs.)</i>		
	Manual/Automatic 1690 (3725) / 1710 (3770)		●/○
	Manual/Automatic 1762 (3885) / 1783 (3930)		●/○
	Automatic Only 1803 (3975)		●

FUEL CAPACITY	<i>litres (gal.)</i>		
	70 (15.4)		
		●	●

FUEL CONSUMPTION RATING	<i>L / 100 km</i> <i>mpg</i>		
City/Highway	4-Cylinder 5-Speed Manual	13.7/10.3	21/27
	4-Cylinder 4-Speed Automatic	12.6/ 9.9	22/29
	V6 5-Speed Manual	14.4/11.3	20/25
	V6 4-Speed Automatic	14.1/11.1	20/25
		○	

○ - Optional ● - Standard

^{††}Operates in 2WD or 4WD Mode

TOYOTA CREDIT



Take advantage of Toyota Credit

Lease and Finance Plans.

All arrangements can easily be

made at your participating Toyota

Dealership! Simply ask your

salesperson about the complete

convenience of Toyota Credit.

Toyota Commitment

CAA® PYRAMID Award

VOTED BEST FOR OWNER

SATISFACTION, RELIABILITY

& LOW REPAIR FREQUENCY

AND COST. TOYOTA HAS

EARNED THIS AWARD

10 TIMES IN THE LAST

15 YEARS.

CAA's "AUTOPINION '97

Annual"

INCLUDES TOYOTA AMONG

THE LEAST EXPENSIVE

VEHICLES TO REPAIR AND

MAINTAIN OVER A FIVE

YEAR PERIOD THROUGH

MODEL YEARS 1992, 93, 94,

95, AND 96.

When you buy a Toyota product, you can count on superb Quality, Reliability and Dependability – the foundation upon which we have built our reputation. We strive not simply to meet your expectations but to exceed them... we are absolutely committed to the principle of constant improvement. Such as more fuel efficient engines with increased power, traction control systems and enhanced occupant safety. Future innovative ideas include alternative powered vehicles and vehicle stability control systems to address environment and safety concerns.

Our objective: how to make your driving experience better, easier, safer, more convenient, more fun.

Discover for yourself what Toyota quality really means.

Toyota... "We Care" is our promise to make your every experience with Toyota unsurpassed. Your satisfaction before and after purchase is our goal. Simply contact your Dealer's Customer Relations Manager with any questions you may have. Should further assistance be required, please call 1-800-263-7640 Toyota Canada's Customer Assistance Centre toll-free from anywhere in Canada.

For more information call 1-888-TOYOTA-8

or visit us at our website www.toyota.ca



Toyota's concern for the environment recognizes its duty to undertake actions to safeguard it.
To support this concern, this brochure is printed on recycled paper.
PRINTED IN CANADA C0002-0278E-50

