

S A T I S F A C T I O N

**THE
TOYOTA TOUCH**

Toyota Touch is the philosophy that customer satisfaction is our most important goal.

You experience the Toyota Touch the first time you enter a Toyota showroom and are greeted with courtesy and respect. The Toyota Touch means that buying a Toyota must be as reassuring and satisfying as owning a Toyota. The experience continues after your purchase: courtesy and competence combine to assure your service satisfaction.

A recent consumer survey confirms Toyota's continuing reputation for leadership in product quality and dealer service: in that survey Tercel,

Camry, Cressida, and Supra were each rated #1 in their segment for customer satisfaction.*



To help assure continued satisfaction, Toyota provides a toll-free number that you can call if you should have any questions. From any location in the continental United States, just call us at 1-800-338-4331.

The Toyota Touch is our commitment to satisfy you every step of the way. If it's important to you, it's also important to us.

GET MORE FROM LIFE...BUCKLE UP!

*J.D. Power & Associates 1987 Customer Satisfaction with Product Quality and Dealer Service (for 1986 vehicles).

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

P A S S E N G E R V A N



1 9 8 8

TOYOTA

SLEEK STYLING AND
LOADS OF PASSENGER AND CARGO ROOM
MAKE THE PASSENGER VAN THE PERFECT VEHICLE
FOR ON-THE-GO FAMILIES.



LE Van
Shown in Light Blue Metallic
Available Blue Metallic, Sun Lane

Shown with optional equipment

S P A C I O U S

L E I N T E R I O R



Swivel Seat Package
Shown in Gray Cloth

Shown with optional equipment

V A N T A S T I C

It's a Wonderwagon! It's Toyota's spacious Passenger Van. Whether you choose the LE, 4WD LE or Deluxe Van, there's a Wonderwagon to match your on-the-go lifestyle. You get versatility, room, maneuverability, economical operation, and a long list of quality features in every one.

- **RELIABLE.** Expect superb reliability in the Toyota Van. After all, Toyota makes the most trouble-free new compact van sold in America.* It's truly a reliable, contemporary people-mover. Toyota dependability means more van for your money.
- **GOOD-LOOKING.** Sleek, aerodynamic styling makes

the Passenger Van as good-looking as it is versatile. Color-keyed bumpers and body side moldings add to the style on both the LE and 4WD LE Vans.

- **SPACIOUS INTERIOR.** The roomy Passenger Vans comfortably seat seven. Removing the Quick Release middle and rear seats gives you a spacious interior cargo area—almost 150 cubic feet.
- **AMENITIES.** Comforts and conveniences abound in your LE and 4WD LE Van. You enjoy many standard amenities like full instrumentation, digital quartz clock, tilt steering wheel, power steering, dash-mounted cup holder, power door locks, full carpeting, and AM stereo/FM stereo electronic tuning radio with five speakers. You'll appreciate the optional air conditioning and while you're keeping cool, you can enjoy the optional coolerice maker.**
- **RESPONSIVE.** Passenger Van sports a husky 22-liter engine with electronic fuel injection. Variable-assist power rack-and-pinion

steering gives you passenger car handling and provides tight turning for easy parking



and nimble maneuvering.

- **SECURITY.** The 4WD LE Van provides superior traction in all kinds of weather and under all kinds of road conditions. At a touch of your finger the automatic-locking hub feature gives you the security of 4-wheel drive. 4WD LE Van features a standard 5-speed manual overdrive transmission, or you can choose the optional 4-speed automatic overdrive transmission.
- **WONDERWAGON.** For a reliable and versatile addition to the family the fun-to-drive Wonderwagon is a perfect choice.

*J.D. Power & Associates 1987 Compact Truck CSI with Product Quality and Dealer Service (for 1986 vehicles).

**Requires dual air conditioning option.



LE Van Full Instrumentation



4WD LE Van
Shown in Light Bronze Metallic

Shown with optional equipment

1 Deluxe Vans are value-packed with contemporary styling, excellent maneuverability, many standard comfort features, and Toyota reliability.

2 The optional LE Swivel Seat Package includes 4-way adjustable driver's seat and two adjustable-armrest middle-row Captain's Chairs that swivel and recline, as well as the 3-passenger rear seat. All are covered in luxurious velour cloth. Further versatility and comfort for you.

3 All Passenger Vans have removable seats for real versatility. Three rows of seats provide seating for seven: two in front, two in the middle, and three in the rear.

4 When you need to carry bulky items and still have room for four passengers, the Quick Release rear seat can be easily removed for added cargo space.

5 With both middle and rear seats removed, you will find an astounding 1498 cu.ft. (1492 in LE Vans) of rear cargo space. You've got a people carrier one minute and a cargo carrier the next.

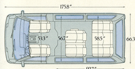
6 Make picnics more fun with the Toyota Van. Loading passengers is a snap thanks to the easy-operating, sliding passenger-side door. Bulky and awkward items fit right in through the high overhead opening rear hatch. Hatch and side door are equipped with inside handles and child-protector door locks.

7 Every Toyota Van is built to last with a ladder-type "double-Y" steel structure, giving you superior rigidity and higher strength. The highest standards are maintained in every aspect of construction.

8 A powerful 2.2-liter electronically fuel-injected engine delivers quick acceleration, smooth highway cruising and excellent fuel economy.*

*1988 EPA estimated mileage figures shown for Deluxe Van with 5-speed manual overdrive transmission. See page 11 for complete information. For further information on features and options, see page 11.

V E R S A T I L E



Sevens with optional equipment.

