

Advanced styling and engineering

The new range of 1989 Toyotas will look better, last longer and deliver more driving pleasure than ever before reports Susumu Yanagisawa, president of Toyota Canada Inc.

"Usable technology has made Toyota a leader in advanced

automotive engineering for many years and our 1989 cars and trucks are no exception," says Yanagisawa.

New Look

The totally redesigned Cressida luxury sedan, and both two-wheel drive and four-wheel drive trucks

all feature major restyles. In addition, the Supra, Toyota's premier sports car has received a minor facelift with revised front and rear styling, including a new rear spoiler on Supra Turbo.

Longer Lasting

The introduction of totally new

truck and Cressida series coincides with the increased use of corrosion-resistant galvanized steel. The anti-rust properties of this relatively new material first saw major usage in 1987 on Camry and Tercel and in 1988 on Corolla.

Usable Technology

Although frequently viewed as expensive frills when first introduced on various higher priced automobiles, many automotive engineering advancements have gained acceptance and in many cases, have become almost mandatory.

Toyota has become well-known as a leader in the introduction of advanced automotive engineering with such items as the first mass produced five-speed transmission, twin cam/multi-valve engine technology, electronic ignition and fuel injection and antilock braking system.

The latest 1989 Toyota lineup sees the broadened availability of full-time four-wheel drive on models as diverse as the Camry Sedan, Corolla Sedan and Wagon and the Celica Turbo sports car. In its most advanced form, Toyota full-time four-wheel drive employs a sophisticated viscous coupling controlled centre differential which automatically redistributes power in the event that one or more wheels starts to spin due to loss of traction.

Full-time four-wheel drive, became available on the 1988 Toyota Celica Turbo, Camry and Corolla Wagon. For 1989, full-time four-wheel drive will also be available on Corolla Sedan.

The antilock braking system has been standard equipment on Supra Turbo since 1987 and Celica Turbo since 1988. For 1989, ABS will be standard equipment on Supra Tur-

bo, Celica Turbo and the all-new Cressida. In addition, ABS will be available as optional equipment on the non-Turbo Supra, the front-wheel drive Celica GT-S as well as Camry LE V6 and 4WD models.

Canadian Features

Toyotas for sale in Canada also receive special treatment to improve their performance in severe Canadian driving conditions.

Long, cold winter nights and arctic temperatures can take their toll. However, the ravages of winter can be reduced by items such as a heavy duty starter, windshield wiper motor, alternator, battery and heater, all standard equipment on Canadian Toyotas. In addition, all-season tires are standard on all models except Tercel "S" and Supra.

In addition, standard items such as an oversize-capacity windshield washer reservoir and heavy duty rear window defogger plus rear seat heater ducts on all cars and auxiliary rear heater on Land Cruiser, Van and 4Runner help combat winter driving inconvenience.

The corrosive effects of road salt and excess humidity are combatted by the use of anti-chipping coatings on lower body panels and under wheel arches. Combined with the use of galvanized steel, Toyotas destined for Canada can be described as being truly ready for the conditions.

"Toyota remains a leader in advanced technology," continues Yanagisawa, "through a total commitment that is more than just a marketing slogan."

This commitment to research and development amounts to \$2 billion per year and it can be seen in the cars and trucks we sell," concludes Yanagisawa.

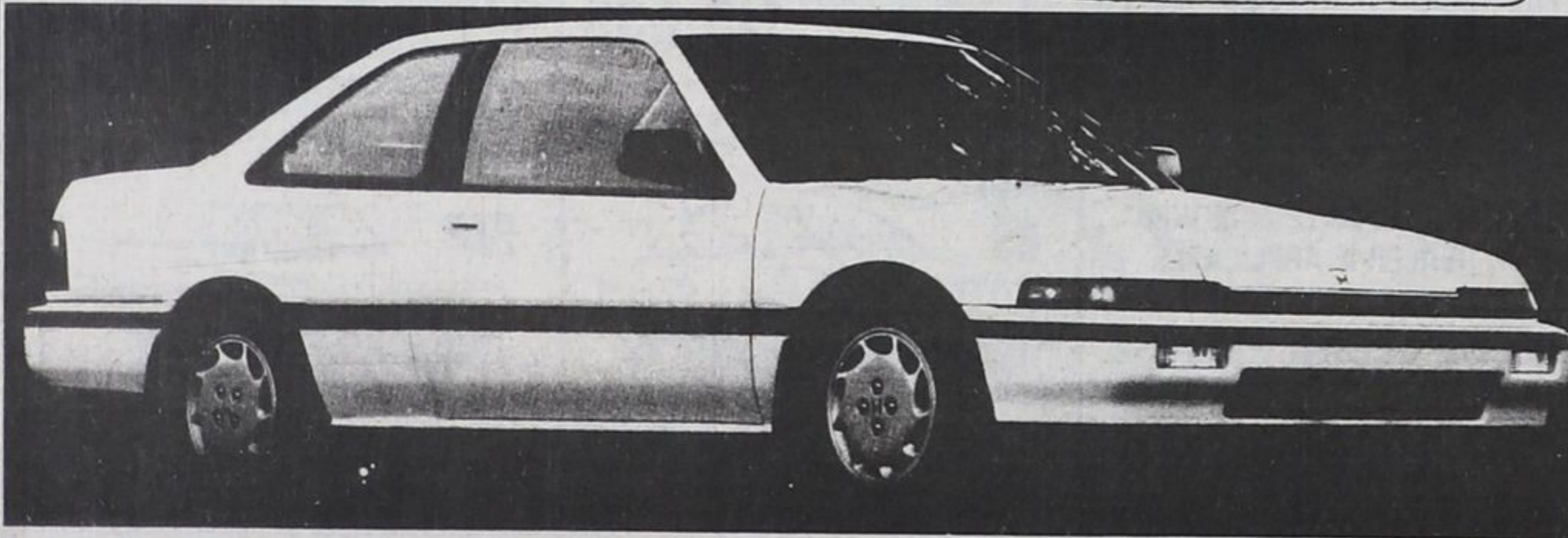
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1988 Toyota Cressida

A vehicle that's multi-purpose

For 1989, Mazda is proud to introduce the new Multi Purpose Vehicle to its model lineup.

From its conception, the MPV was designed to be the first vehicle to successfully combine the versatility and comfort of a wagon, the five or seven passenger room of a van, and the ride and handling of a luxury sedan.

In combining and achieving these objectives, the MPV has become the first Japanese product to be competitive, and in many instances, superior to the market leading domestics such as the Dodge Caravan, Plymouth Voyager, Ford Aerostar, Chevy Astro and Mercury Sable Wagon. Compared to its Japanese competitors, the MPV is superior in

many key feature and performance areas.

The new Mazda MPV is modern, comfortable, powerful family transportation offering outstanding passenger/cargo spaciousness and versatility. Its styling is sporty and distinctive, featuring a raked windshield, smoothly contoured surfaces with flush-mounted curved glass window panes, integrated bumpers and body side moldings.

The overall body shaping has produced impressive aerodynamic characteristics which contribute to the MPV's outstanding fuel economy, high-speed stability and quiet operation.

The MPV's interior design en-

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