

# This is not a car.



It's a 4-wheel drive Toyota Land Cruiser.

Sure you can drive it at top speeds on the highway. Sure your wife can take it to the grocery store. But those are the fringe benefits. They're not what it was built for.

The Land Cruiser has a straight six, 155 hp engine. Because it serves the purpose. All the torque you need for climbing. Plenty of power for pulling. The Land Cruiser doesn't overpower you. Or the land you want to preserve.

It's made of steel, heavily reinforced. Held together by nuts and bolts, rivets and welds. Not by sheet metal screws. There are no large vulnerable panels. All vital parts underneath are protected by skid plates.

The Land Cruiser doesn't have sleek styling. The design is simply utilitarian. The spare tire is on the back door to get it out of the way. The front bumper sticks out so you can easily install a winch. The wheel wells are extra high so you can easily attach snow chains.

The real beauty of the Land Cruiser

is in the planning. The knob that lets you shift to 4-wheel drive automatically without stopping. The chain on the gas cap and oil cap so you can't lose them. The 10 windows that offer 360 degree visibility. The rear doors that swing out for easy access. Separate heaters in the front and the back. The big steering wheel. The fact that you can't lock yourself out in the middle of nowhere.

And there's no nonsense with options. Seats for seven. 18.5 gallon fuel tank. 25 piece tool kit. Steering stabilizer. Heavy duty suspension. Spare tire with rear swingaway mount. They're all standard.

To this honest machine, Toyota has given an honest price. \$3320\*. You'll drive it away for several hundred less than any of the others comparably equipped.

The Toyota Land Cruiser is not a car. It's a beautifully functional 4-wheel drive machine.

And that is beautiful.

## Toyota Land Cruiser.

Hardtop \$3320\* Vinyl Top \$2965\* Station Wagon \$3885\*

\*Manufacturer's suggested retail price. Freight, taxes and any additional equipment extra.  
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