

## 1957:

- Toyota imports two sample Toyopet Crown sedans to the U.S. This marks the first effort by Toyota to enter the North American market.
- Toyota files for a retail dealer's license with the State of California, Department of Motor Vehicles.
- October 31, Toyota Motor Sales is founded and establishes headquarters in a former Rambler dealership in Hollywood, California.

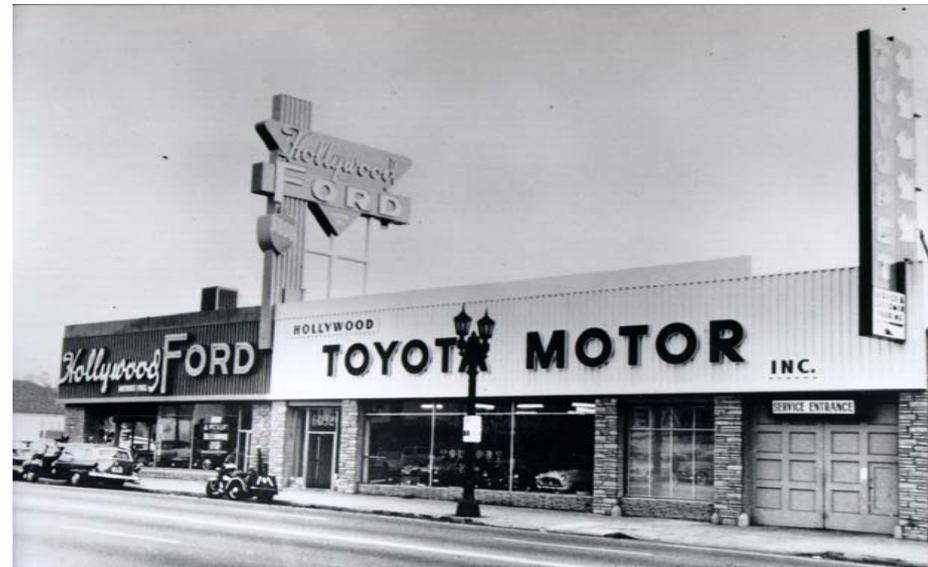


Toyopet Crown sedans

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## 1958:

- First Toyopet Crown sales in U.S., MSRP listed at \$2,300. First year sales total 287.
- Toyota signs up 45 dealers. The first Toyota dealers in the U.S. are at Holt Motors of Van Nuys, California, and Rose Toyota of San Diego, California.
- Toyota Motor Distributors is founded as the distribution and marketing arm of Toyota Motor Sales.
- The first Toyota parts warehouse is established in Long Beach, California.



First Toyota Motor Sales Headquarters





1959 Toyopet Crown



Toyopet Crown advertisement

### 1959:

- Toyota sells 967 Toyopet Crown sedans in the U.S. Even though sales increase, Toyota recognizes the deficiencies of the Toyopet Crown for the American market. The Toyopet had trouble passing California road regulations, and was underpowered for high-speed freeway travel.

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### 1960:

- Toyota sells a total of 821 vehicles in the U.S., 659 Toyopet Crown sedans and station wagons, and the rest Land Cruisers.
- Declining sales of the Toyopet Crown signal a retrenchment of Toyota automobile sales. Toyota begins development of a new car specifically designed for the American market.
- Toyota has a network of 70 dealers in the U.S.

## 1961:

- Toyota introduces the Tiara to the U.S. The Tiara sells for \$1,638. It suffers from many of the same drawbacks that faced the Toyopet Crown.
  - Toyota's U.S. sales total 576 vehicles through 85 dealers.
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## 1962:

- Toyota introduces the Toyopet Crown 1900 series to the U.S. The 1900 sells for \$1,615. The Crown 1900 has slightly more horsepower, but is still inadequate for the American market.
  - Toyota sells 711 vehicles through 90 dealers.
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## 1963:

- Toyota sells 28 Toyopet Crowns in the U.S. Automobile sales nearly dry up as 125 Toyota dealers anxiously await a new automobile from Toyota.



1961 Tiara



Toyota dealer sales event



1965 Toyota Corona



1967 Crown MS

### 1964:

- Tiara sales end. Only 318 Tiaras were sold in the U.S.
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### 1965:

- Toyota introduces the Corona to the U.S. The 4-door Corona sells for \$1,760. The Corona is a home run for Toyota. Designed specifically for the American market, this highly successful automobile features available factory air conditioning, an automatic transmission, arm rests, sun visors, tinted glass, carpeting, a glove compartment, wheel covers and white sidewall tires, equipment not normally available in similarly priced automobiles. The Corona's 90 horsepower engine is almost twice as powerful as the VW Beetle, the nation's number one imported car.
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### 1966:

- Toyota introduces the Crown MS series to the U.S. replacing the Crown RS series.



## 1966:

- Toyota introduces the 2000 GT to the U.S. This sporty 2-seater is only available for one year. The 2000 GT is an eye-catching car that is featured in a James Bond movie and becomes the backbone of the company's early motor sports efforts.

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## 1967:

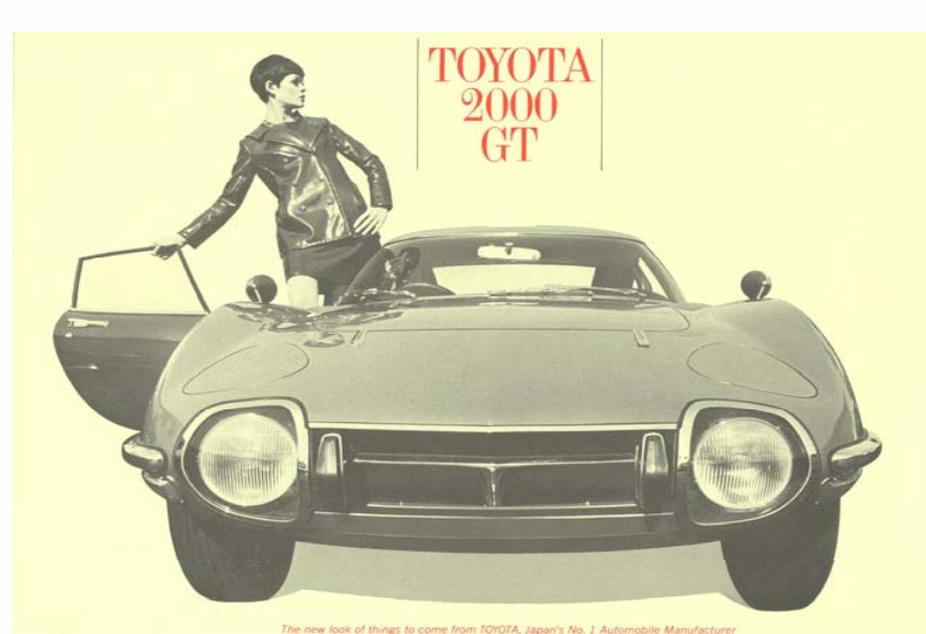
- Toyota sells 31,099 Coronas helping Toyota become the fourth biggest auto importer. The runaway success of the Corona firmly establishes Toyota in American automobile lore.

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## 1968:

- Toyota introduces the Corolla two-door sedan to the U.S. Powered by a water-cooled 4-cylinder, 60 horsepower engine, the Corolla sells for \$1,836. The Corolla goes on to become Toyota's all-time best selling American car.

- Toyota introduces the Corona two-door hardtop to the U.S.



The new look of things to come from TOYOTA, Japan's No. 1 Automobile Manufacturer

2000GT advertisement



Toyota Corolla





1969 Corona Mark II



TOYOTA COROLLA 2-DOOR SEDAN

TRD 108-1/3

1971 Corolla

### 1969:

- Toyota introduces the Corona Mark II to the U.S. with a sales price of \$2,130.
- Toyota's 792 dealers sell 130,044 vehicles during the year.
- Toyota's passenger vehicle line up includes the: Corolla, Corona, Mark II and Crown.

### 1970:

- Second generation Corolla is launched. A larger vehicle, it comes equipped with a 4-cylinder engine delivering 73 horsepower that achieved an estimated 28-mpg around town.
- Corolla becomes the most popular Toyota car in the U.S.
- Thanks to the runaway success of both the Corolla and Corona, Toyota moves into second place among imports to the U.S.

## 1971:

- Toyota introduces the Celica to the U.S. Powered by a 4-cylinder, 108 horsepower engine with an estimated 25-mpg. The Celica sells for \$2,598.
  - Toyota introduces the Corolla 1600 series to the U.S. The 1600 series sedan is powered by a 4-cylinder 73 horsepower engine and features the automatic Toyoglide 2-speed transmission.
  - Toyota introduces the Carina, an economy sedan with a high performance, four-cylinder engine.
  - Toyota introduces the redesigned Crown to the U.S.
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## 1972:

- Toyota introduces the Corolla 1600 coupe with a 5-speed transmission to the U.S
- Toyota's 932 dealers sell 311,278 vehicles in the U.S.



1971 Toyota Celica



1972 Carina



1972 Corona Mark II Wagon



1974 Toyota Corolla

### 1972:

- Second generation Mark II is launched. Powered by a 6-cylinder, 122 horsepower engine and a bigger starter for better cold weather starting, the Mark II is available as a 4-door sedan, 2-door hardtop or 4-door wagon.
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### 1973:

- Toyota introduces three new models of Corona to the U.S. Joining the 4-door sedan, and Corona Mark II are a new 2-door SR hardtop, 2-door sedan, and a 4-door station wagon. Toyota offers optional power steering on these vehicles.
  - Crown sales end. 1970 was the peak sales for Crowns when 6,528 were sold.
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### 1974:

- Third-generation Corolla launched. The launch of this fuel-efficient automobile happens just as America experiences its first oil crisis.

## 1974:

- Toyota introduces the all-new Carina. The 2-door Carina fits between the Corolla and the Corona in Toyota's car line. The Carina featured a 1588 cc hemi-head engine.

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## 1975:

- Toyota introduces the Celica GT Liftback to the U.S. It includes a 5-speed overdrive transmission, performance-tuned suspension and aerodynamic front spoiler.
- Sales of the Carina end. During its production run, over 40,000 Carinas were sold in the U.S.
- Toyota captures the number one import position in passenger car sales.

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## 1976:

- Toyota introduces the Corolla Liftback to the U.S
- Toyota introduces the Corolla Sports Coupe to the U.S
- Five millionth Corolla produced.



1975 Celica Liftback



Toyota Corolla Liftbacks



Toyota Cressida



1977 Corona

### 1976:

- Sales of the Mark II end. Over 260,000 Mark II's were sold in the U.S.
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### 1977:

- Toyota introduces the Cressida luxury sedan to the U.S. The new Cressida line includes a 4-door sedan and a 5-door wagon, powered by a 6-cylinder, 2.6 liter engine.
  - Toyota introduces the luxury edition Corona to the U.S.
  - Second generation Celica launched. The new Celica models include the ST Coupe, GT Coupe and GT Liftback.
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### 1978:

- Toyota sets a company record by selling 212,757 Corollas in the U.S. during 1978.
- Toyota's Caltex Design Studio begins designing vehicles for the U.S. market.

## 1979:

- Toyota introduces the Celica Supra to the U.S. A 6-cylinder electronic fuel-injected engine with a 5-speed manual overdrive transmission powers the Supra.
  - Fourth generation Corolla launched. Eight rear wheel drive models are available.
  - Toyota reintroduces the Crown to the U.S.
  - Toyota introduces the Corolla Tercel to the U.S. The front wheel drive Tercel sells for \$1,900.
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## 1980:

- Toyota introduces the Starlet to the U.S with an EPA rating of 36-mpg city/54 mpg highway. The Starlet sells for \$1,724. The timely introduction of this car comes as America experiences its second oil crisis, and Toyota tags the Starlet, “the highest gasoline mileage car in the U.S.”



Celica Supra



Toyota Starlet



1981 Toyota Celica



Toyota Tercel Wagon



1982 Celica GT-S

## 1981:

- Third-generation Celica launched, powered by a fuel injected 6-cylinder engine that produced 145 horsepower. The Celica included 4 wheel-independent suspension, variable assist rack and pinion steering, and 4 wheel disk brakes.
  - Toyota adds automatic shoulder belts to the Cressida, as standard equipment, an industry first.
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## 1982:

- Second generation Tercel launched. Toyota drops the Corolla name from the Tercel.
- Toyota introduces the new 4-wheel drive Tercel Wagon to the U.S. .
- Toyota launches the Celica GT-S model powered by a 2.4-liter engine with a 5-speed manual or 4-speed automatic overdrive transmission.

## 1983:

- Toyota introduces the Camry to the U.S. as a replacement for the Corona. The Camry originally sells as a compact car with a 2.0-liter, 4-cylinder fuel injected engine with a 4-speed electronically controlled automatic overdrive transmission.
  - Corona sales end. During its 18-year production run, over 730,000 Coronas were sold in the U.S.
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## 1984:

- Toyota introduces the MR2 to the U.S. A 1.6-liter twin cam engine producing a smooth 112 horsepower at 4800 rpm powers the Mid Engine 2-seat sports car. The MR2 sells for \$10,999.
- Fifth generation Corolla launched with front wheel drive.
- Starlet sales end. Over 65,000 Starlets were sold in the U.S
- Crown sales end. Over 28,000 Crowns were sold in the U.S



Toyota Camry



Toyota MR 2



1985 Celica GT-S convertible



Toyota Corolla FX-16

### 1985:

- Toyota introduces the Celica GT-S convertible to the U.S.
  - In its first year, Toyota sells 32,314 MR2s.
  - Production of Toyota automobiles begins for the first time in the U.S. at the NUMMI plant in Fremont, California.
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### 1986:

- Toyota introduces the redesigned; North American built Corolla FX-16 to the U.S.
- Fourth generation Celica with front-wheel drive launched with a 2-liter, 16-valve, twin cam engine producing 115 horsepower.
- Third generation Tercel launched powered by a 1.5-liter, 12 valve, 4 cylinder engine producing 78 horsepower and getting 36-mpg city and 42 mpg highway.
- Toyota sells 1 million vehicles in the U.S. for the first time.

## 1987:

- Second generation Camry launched with an “All-Trac” AWD option.
  - Second generation Celica convertible launched.
  - Toyota introduces the Camry wagon to the U.S.
  - Third generation Supra and Supra Turbo launched powered by a 3-liter, twin-cam, 24 valve EFI turbocharged engine producing 230 horsepower.
  - Toyota introduces the Tercel EZ Liftback to the U.S.
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## 1988:

- Toyota introduces the MR2 with a supercharged engine to the U.S. It is powered by a 1.6 liter, twin cam 16 valve, electronically fuel injected engine.
- Second generation Cressida launched.
- Sixth generation Corolla launched. The Corolla is available in both front-wheel and all-wheel drive.



Supra Turbo



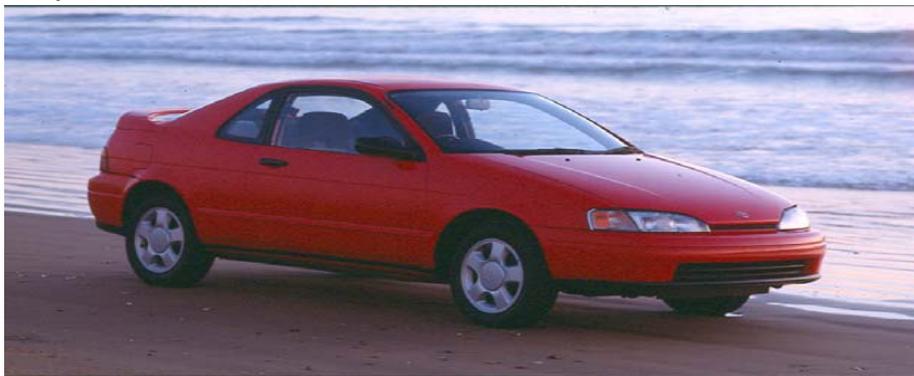
Tercel Deluxe EZ liftback



1990 Tercel



Toyota MR2



1991 Paseo

### 1989:

- Fifth generation Celica launched, including an All-Trac model powered by a 200 horsepower engine.
  - Corolla FX sales end.
  - The Toyota passenger vehicle lineup now includes the: Tercel, Corolla, Camry, Cressida, MR2, Celica and Supra.
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### 1990:

- Fourth generation Tercel launched. Tercel models include a 2-door sedan, 2-door deluxe sedan, 4-door deluxe sedan, and 4-door LE sedan.
  - Second generation MR2 launched. Powered by an electronically fuel injected 2.2 liter, 4-valve-per-cylinder engine producing 130 horsepower at 5400 RPM.
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### 1991:

- Toyota introduces the Paseo to the U.S., powered by a 1.5 liter, twin cam, 16 valve engine producing 100 horsepower.

**1991:**

- Third generation Camry launched. This generation is reclassified from a compact to a mid-size vehicle. Camry models now include a 4-door sedan, 5-door wagon, All-Trac sedan, V6 sedan, and V6 wagon.

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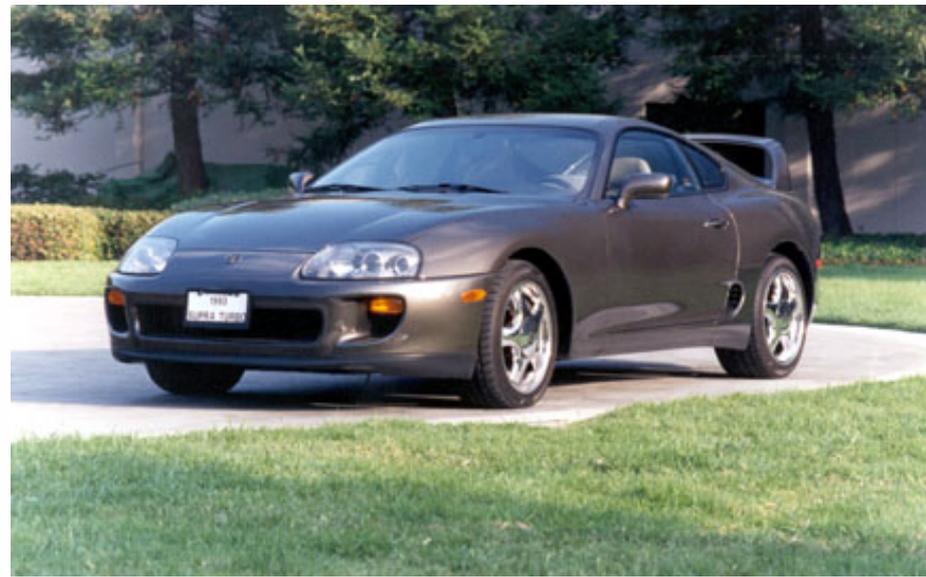
**1992:**

- Seventh generation Corolla launched with driver side airbag and ABS. This new Corolla is reclassified from a subcompact to a compact.

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**1993:**

- Fourth generation Supra launched.
- Toyota introduces the Camry Coupe to the U.S. powered by a 3.0-liter, V6 engine producing 188 horsepower.
  - Fifth generation Tercel launched. Toyota offers driver's side air bags and ABS as options on the Tercel.



1993 Toyota Supra



Camry Coupe SE edition



Toyota Avalon



Toyota Celica convertible

### 1994:

- Toyota introduces the Caltex-designed and U.S.-built Avalon to the U.S. *Consumers Digest* names it “Best Buy in the Luxury Car segment.” The Avalon replaces the Cressida and is the first Toyota classified as a “domestic” vehicle according to CAFÉ standards.
  - Sixth generation Celica launched. The Celica is available in ST and GT models.
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### 1995:

- Third generation Celica convertible launched.
  - Cressida sales end. Over 350,000 Cressida's were sold in the U.S.
  - MR 2 sales end.
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### 1996:

- Second generation Paseo launched. A 4-cylinder, 16-valve, twin cam engine powers the Paseo.

## 1996:

- Toyota introduces the Paseo convertible to the U.S. The manually operated top is added on by ASC, Inc. of California.
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## 1997:

- Eighth generation Corolla launched.
  - Fourth generation Camry launched. Camry becomes the best-selling car in America for 1997, a first for Toyota.
  - Corolla station wagon sales end.
  - Camry wagon and coupe sales end.
  - Toyota introduces the 15<sup>th</sup> anniversary Supra to the U.S. powered by a 3.0 liter, 24 valve inline six engine producing 225 horsepower.
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## 1998:

- Paseo sales end. Over 100,000 Paseos were sold in the U.S.
- Celica coupe sales end, only GT models are still available.
- Toyota adds side airbags as a standard feature to the Avalon.



Toyota Camry



Supra 15<sup>th</sup> anniversary





2000 Camry Solara Convertible



MR2 – Spyder

### 1998:

- Toyota introduces the Camry Solara sport coupe to the U.S. powered by a 3.0 liter, DOHC, 24-valve, V6 engine producing 200 horsepower
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### 1999:

- Toyota introduces the ECHO to the U.S. powered by a 1.5 liter, twin-cam, 4-cylinder engine with VVT-i technology producing 108 horsepower. The ECHO gets 45 mpg and is classified as a Low Emissions Vehicle.
- Tercel sales end. Over 1.7 million Tercels were sold in the U.S.
- Toyota introduces the Camry Solara convertible to the U.S
- Toyota re-introduces the MR 2-Spyder sports car to the U.S. powered by a 1.8 liter twin cam, 16-valve, 4-cylinder engine producing 140 horsepower.
- Seventh generation Celica launched. Caltly, Toyota's southern California design studio, designed it.

## 2000:

- Toyota introduces the Prius, the world's first mass-produced gas/electric hybrid. The Prius includes ABS, air conditioning, power windows and comes with an 8-year 100,000 mile warranty on the battery and hybrid systems
  - Second generation Avalon launched. It features more horsepower, lower emissions, and better gas mileage.
  - Corolla is classified as a Low Emissions Vehicle (LEV).
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## 2001:

- Toyota introduces the Corolla Matrix to the U.S., as a fun crossover utility vehicle. The Matrix is based on the Corolla platform and is built in North America.
- Supra sales end. Over 290,000 Supras were sold in the U.S.
- The EPA rates five Toyota vehicles as "Most Fuel Efficient." The ECHO and Prius (compact car), RAV4 (small SUV), Avalon (large car), Tacoma 2WD (standard pickup truck).



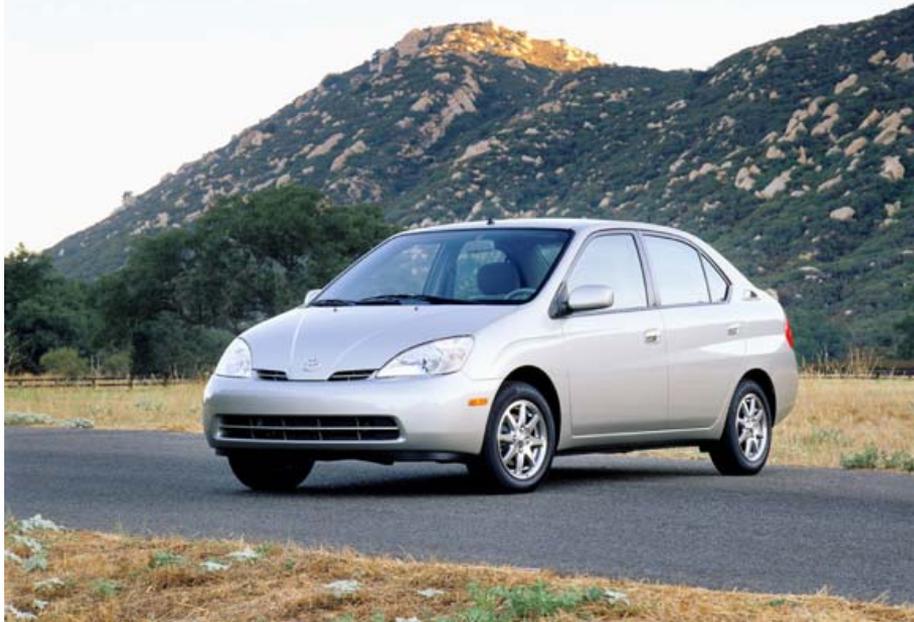
2001 Toyota Prius



Toyota Corolla Matrix



2002 Toyota Corolla



Toyota Prius

### 2002:

- Ninth generation Corolla launched. The new model is bigger, taller and wider and about the same size as the original Camry.
  - The second generation Camry Solara launched.
  - The fifth generation Camry launched. Camry has a larger platform and larger engine. The EPA certifies this Camry as an Ultra Low Emissions Vehicle (ULEV).
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### 2003:

- Second generation Prius with Hybrid Synergy Drive launched. The Prius can go from 0 to 60 mph in 10.5 seconds and gets 52 mpg in the city.
  - Toyota introduces the Corolla XRS sport sedan to the U.S. powered by a 1.8 liter, 4-cylinder DOHC engine producing 170 horsepower
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### 2004:

- Second generation Camry Solara launched. This includes a new convertible model.

**2005:**

- The third generation Avalon is launched powered by a 3.5 liter, 24-valve, V-6 engine producing 280 horsepower.

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**2006:**

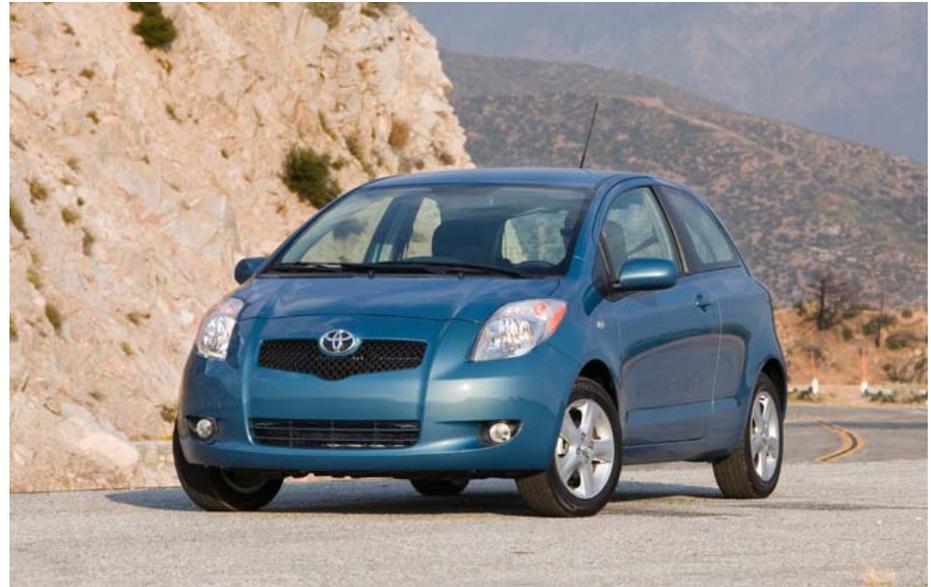
- After becoming Toyota's top seller in Europe, the Yaris is introduced in the U.S. to replace the Echo as Toyota's most economical car.

- Toyota launched the completely redesigned sixth generation Camry, available with an enhanced 2.4-liter four-cylinder engine or a 268-horsepower 3.5-liter V6 that is new to the line.

- A new Camry Hybrid is also offered with a Hybrid Synergy Drive System that produced a combined 187 horsepower – or nearly the same as the 2006 model year Camry 3.0-liter V6 engine.



2005 Avalon Limited



2007 Toyota Yaris