

**THE  
TOYOTA  
COROLLA  
STORY**





















**THE TOYOTA COROLLA STORY**





"I find the great thing  
in this world is not so much where we stand,  
as in what direction we are moving."

*Oliver Wendell Holmes*





**PROLOGUE TO A  
BEST-SELLER**



## **In a world of change**

The world reeled in the wake of the oil crisis in 1974. Leadership changed across the globe. The United States had a new president, as did France. And West Germany chose a new chancellor.

In Japan, Toyota decided to engineer a complete model change for Corolla, to be introduced in 1979. The chief designer was Fumio Agetsuma, a quiet, unassuming professional Toyota man.

He had his work cut out for him. 677,455 Corollas were produced that year, making Corolla the biggest single brand produced in the world — a world best-seller.

"Corolla is a world best-seller. That means everyone will have a sharp eye out for a model change. The world is waiting for a new Corolla. The responsibility is awesome," was Agetsuma's comment.

Agetsuma is the third man to command the Corolla project teams.

The man who brought out the original Corolla is Tatsuo Hasegawa, presently Senior Managing Director of the Toyota Motor Company.

The first and second model changes of the Corolla were done under the capable guidance of Shiro Sasaki, currently a Director of the Toyota Motor Company.

Now, back to Agetsuma.

The target launch date for the new model was late 1979. But even in 1974, Agetsuma had an idea of what the new Corollas should be like.

"The 1980s will be a decade in which many small cars will be battling for a market share. I don't know yet how Corolla will change to meet this challenge, but we all want a car that can be number one in the world. It should also dominate the domestic market. And it will be the trump for increasing the Toyota share of the world market.

"Much is expected of this new car. Much is expected from each member of each of the Corolla project teams.

"This will be the third major model change in Corolla history. And it is a change that must be planned and executed in unsettled times and under less than ideal market conditions. This is a frightening task, to say the least."

### **... the philosophy for a new Corolla is unveiled.**

October 22, 1974. Corolla sales were breaking world records. And Agetsuma gathered the Corolla project teams together to start them on their first step towards a completely new Corolla.

When everyone was seated, Agetsuma stood up. "There are a few conclusions that can be made about what people are going to want in the decade of the 1980s," he began. "Quiet cars will have a definite competitive edge. Conservation of both resources and fuel will be very important. Economy and value will also carry considerable weight.

"Now. Here are some of the actions we can take to meet these demands of the future.

"First of all, our new Corolla must be as aerodynamically perfect as the parameters allow. It must be comfortable, with enough interior room to move about in. It will need all the modern features that future customers will want as well."

By the time Agetsuma had finished his opening remarks, he had shattered most of the preconceived images his teams had about this new Corolla. They could see that he was aiming for much more than they had imagined. Some of them even felt a bit uneasy about the reality of these lofty goals.

Other comments Agetsuma made in setting the thinking for the Corolla model change include:

"Corolla must change. But we should never destroy the popular base upon which Corolla sales are built. Our new car must reflect the wishes of the consumer, the ordinary people who drive Corollas.

"There should be no generation gap with Corolla. It should appeal to young and old alike. Corolla must also transcend national boundaries. It must perform as well in sub-zero temperatures as it does in the tropics or the heat of the deserts of the world. Above all, Corolla must be a car that pleases.

"Corolla has an illustrious tradition. Now, let us build our new Corolla on that tradition, the kind of new Corolla we know the drivers of the world will expect."





**THE COROLLA IN  
TOYOTA HISTORY**



## Corolla enters the market

Toyota began its post-war recovery by introducing the Model SA.

1955 saw the Toyota Toyopet Crown 1500cc introduced.

In 1957 it was the Corona 1000cc.

The Publica 700cc debuted in 1961.

By 1964, the Toyota line was improved to include the Crown 1900cc, the Corona 1500cc and the Publica 700cc. That was also the year Shotaro Kamiya, present Honorary Chairman of the Board and then President of the Toyota Motor Sales Company, said that "the popular car of the future will be in the 1000cc class."

Within two years, nine cars in the 800 — 1000cc range were introduced to the market from the various Japanese automobile manufacturers.

Japan was ready for Corolla. People were enjoying more comfortable, more culturally-orientated lives and wanted a car to match their lifestyles. These facts prompted Toyota to launch a 1000cc class car at that time.

Still, Toyota was not satisfied merely to sell the domestic market. Toyota wanted a car that would appeal to drivers around the world as well.

*A car in every garage* — a basic philosophy that fit every market in the world.

Then, on September 24, 1966, from a new factory built in Takaoka especially for mass production, the first Corolla rolled forth.

COROLLA — the name means the crown, or the petals, of a flower. It is the symbol of happiness and triumph.

Furthermore, the name fit well with the rest of the Toyota line: Crown and Corona. Together they made a royal image.

The first Corolla fit the times perfectly. It had enough room. The owner could be proud of it. And, above all, it was fun to drive.

In the overseas markets such 1000cc class cars as Austin 1100, Vauxhall Viva, Opel Kadett, Renault R10 and Fiat 1100 were highly visible. With its 1,100cc engine, Corolla could compete with any of them on its home ground. That is the way it was planned from the beginning.

## **The first Corolla exports**

By October 1966, a month after Corolla went on the market, 5,000 Corollas had rolled off the line at the Takaoka plant.

And, in November 1966, the first Corollas were exported — the destination, Australia. Exports burgeoned after that first shipment, and by March 1968, Corollas were leaving Japan for overseas markets at a rate of more than 3,000 cars per month.

The first exports to the United States left Japan in April 1968. The reception of Corolla was favourable.

Americans that bought Corollas in those introductory days were asked what they liked about their new Corollas. Their answers ranged from "I like the design," to "My Corolla is quieter than a Volkswagen, and has more power too."

Of course Corollas were exported to European countries as well. In Switzerland, orders were so backlogged by the end of 1968 that customers were being told that they would have to wait until April 1969 to get a new Corolla.

The Weekly Tribune, an English-language publication in Switzerland tested a Corolla 1100cc sedan. Their conclusion was "Corolla is for the person looking for economy, ease of handling, good interior and exterior styling."



Selected quotes from The Observer (U.K. newspaper) of June 8, 1969, show the prevailing attitude toward Corolla.

Yet the design of this Japanese firm's (Toyota's) cars is so conventional ... that at first it is difficult to see why it scores over its competitors.

A few minutes at the wheel of the Corolla helps to explain the apparent puzzle. It has astonishing performance for its engine size and is able to leave more powerful and more expensive cars panting far behind. It has an air of quality finish and furnishings; it is building up a reputation for reliability; and it is sold at such keen prices that it can give local products strong competition even after import duty and the cost of transport halfway round the world have been added.

The good performance is due partly to low weight ... partly to an excellent engine ...

The driving position is comfortable and the controls are light ...

There is a good, non-lockable glove box and a flexible, full-width parcel shelf ...

The engine starts easily and is particularly smooth and quiet at British speeds ...

In the interests of good roadholding, suspension is on the firm side ...

Handling is surprisingly good ...

Steering is light and accurate and needs only three turns from lock to lock ... The brakes seem well up to the job and showed no sign of fade under deliberate abuse.

The boot is of good size and practical shape ...



First Generation Corolla

## **Toward becoming a world best-seller**

Orders poured in. And in response, Corollas were shipped across the globe. Still, demand was much greater than supply.

The second year after the domestic introduction, 1968, saw only 48,171 Corollas shipped abroad. They were all that was available.

Production facilities were expanded the following year and a sporty sedan was added to the column-shift version that debuted in 1968. Corolla was becoming a very versatile line of cars. 1969 exports totalled nearly 100,000 Corollas—more than twice the number exported in 1968.

The decision to change all Corollas to 1200cc was also made in 1969. Corolla stayed abreast of the times. The record sales year of 1969 attested to Toyota's superb sense of timing. It was a very good year.

From the first Corolla export in autumn 1966 to the last shipment of 1969, 157,942 Corollas left the shores of Japan for destinations abroad.

Corolla was truly a world-class family car. Its position in the world market was secured. The first step on the way toward becoming a world best-seller was complete.

### **Corolla's Second Generation**

Corollas were seen everywhere. Still, a full model change further strengthened Corolla's position worldwide.

This second generation Corolla was introduced in May of 1970. It was built upon the same basic philosophy as was the first Corolla, but offered increased safety features, increased comfort and improved handling that made it easier to drive over long distances.

Of course it looked different too.

It was longer than the original ... wider ... and lower as well. This second generation Corolla had an aura of low-slung sportiness and speed.

And its clean, new lines captured the attention of car buyers around the globe.

This new Corolla offered the traditional 2- and 4-door sedans and station wagons ... as well as a sleek new coupe.

Furthermore, in September 1970, all Corollas were made available with 1400cc engines. Plus, those in the United States were marketed with 1600cc engines. Corolla's popularity rose to new highs.

Including the minor facelift model of late 1971, Corolla was offering 26 different sedans, 13 kinds of coupe and 9 station wagon models: a total of 48 Corolla models for drivers to choose from ... The widest selection of any car in its class at the time.







## Corolla becomes Toyota's No.1 export

The second generation Corolla sold well ... everywhere in the world. Orders from overseas increased daily. The 138,084 cars shipped overseas in 1970 was a new record and made Corolla No. 1 export in the Toyota line.

Second was the Corona Mark II with 102,769 cars exported.

June 1971, just five years after the debut of the *first* Corolla, Corolla Number 1,000,000 rolled off the line at Takaoka.

Exports for 1971 nearly doubled those of 1970 with 259,399 Corollas being sent to overseas markets. That year, Corolla was not only the top export model in the Toyota line, but also was the biggest car export in all Japan.

These figures show the popularity of the second generation Corolla overseas. Corolla was Toyota's star performer ... at home, and abroad.

It is easy to say that "we expected Corolla to do well from the beginning." Still, no one could have expected such gigantic figures so quickly. The basic philosophy behind Corolla proved itself valid with overwhelming popularity.

On the other hand, had Toyota been without the efficient product planning, worldwide market analysis and complete cooperation from every department in the company that led to small improvement after small improvement, Corolla would never have gone so far so fast.



Second Generation Corolla



## Corolla's first Grand Touring car, Levin.

March 1972, nearly two years after the introduction of the second generation Corolla, a Grand Touring car was added to the Corolla line. We called it Corolla Levin. Its engine was a DOHC 1600cc 2T-G that developed 115 horsepower. This Corolla satisfied the fiercest aficionado.

Corolla had already proved itself the popular car it was designed to be. And now it had an image leader in the Levin.

High performance engine, 5-speed manual transmission, reinforced clutch and differential, super-strong rear axle and suspension, efficient interior and instrument cluster, firm-holding bucket seats ... Levin could prove itself an international-scale Grand Touring car.

And it did prove itself. Here are some of the international rallies it won:

- 1973: Press-On-Regardless Rally
- 1974: Fiat-Esso Rally
- 1974, 1975: Norlan Rally
- 1975: Acropolis Rally
- 1975: 1,000 Lakes Rally
- 1976: Charmonix 24-hour Ice Race
- 1977: International SACHS Winter Rally
- 1979: ASEAN IV International Motor Rally

Corolla Levin raised the name of Toyota and its image of peerless automotive engineering among rally/racing fans everywhere. And, in the export market, Levin's popular, refined sister model, called Toyota Trueno GT, helped Corolla to new highs in sales.



1,000 Lakes Rally '75

## **Corolla's third generation**

The energy crisis precipitated in December 1973 sent shock waves through the automotive industry of the entire world. Economies stagnated. Demand for motor vehicles dropped sharply. The public came to a painful awareness of the need to conserve fuel, energy. The natural effect was a movement toward more fuel-efficient automobiles.

The third generation Corolla was not blessed with a favourable environment when it came into the world. But, on the other hand, the Corolla that debuted in April 1974 was sensational in a way. It had more of the features that the times demanded than any of its contemporaries. For instance, it was lighter, without sacrificing safety. At the same time, it had more room inside for passengers.

The third generation Corolla also had better engine performance, better fuel economy and a redesigned engine compartment that facilitated servicing.

The width of this Corolla matched most of the European cars in its class. Even Westerners, who are larger physically than Japanese, found this Corolla very comfortable ... another reason for Corolla's increasingly good reputation overseas.

The windscreen was bigger also, giving a better field of vision and bigger margin of safety.

The third generation Corolla was, once again, a car that matched its times.

## **Corolla: A world best-seller**

When first Corolla gave way to the second generation Corolla, sales jumped. By the end of 1973, more than 1,000,000 Corollas had been exported.

What about the third generation Corolla? The one that debuted in April 1974 in the midst of the oil crisis?

That third generation Corolla was shipped overseas shortly after its domestic debut. Praise for its stylishness was heard in every land, as well as for its relatively large interior, comfortable interior design and interior appointments.

Was it economical? That is what Corolla was termed, even in the heart of economy car country — Europe. Further, critics praised the degree of finish and other points that showed pride and care was taken in the manufacture of Toyota automobiles. Corolla exports grew by leaps and bounds.



In 1974, Corolla manufacturing hit a new record of 677,455 units, 300,601 of which went to export markets. By the end of the year, the cumulative total of Corollas manufactured was more than 4,000,000 cars. Corolla became a world best-seller car in 1974. It was an unforgettable year in the history of Toyota Corolla. Now Corolla was a "world-class car" — a car born in troubled times, it rose above them to become a familiar sight on city streets and country roads around the globe.

### **A new kind of car — Corolla Liftback**

Corolla had become a world best-seller. But Toyota tries to anticipate the trends of the future. For some time, Toyota engineers and marketing experts had been studying the Recreational Vehicle market. They believed that this RV market would grow, that cars of the future would have to double as Recreational Vehicles.

As the first step in this direction, a new kind of Corolla was introduced in January 1976 ... a liftback.

Although it had a door in the back, this Liftback was different from the "hatchbacks" of the time. It appealed to a different segment of the market as well. It was uniquely Toyota, an untamed spirit.

Exports of this liftback came concurrently with the domestic introduction.

Popularity came in the United States first. Then it spread to Europe, Asia, Africa, the Middle East and Oceania. Exports of Liftbacks in 1976 totaled about 65,000 cars.

With the addition of this popular liftback version, Corolla exports for 1976 were a record-breaking 461,576 cars, more than 110,000 units above the year before. And, of course, Corolla continued in its position as world best-seller Number one.



Corolla Liftback

### **Continuing popularity**

The third generation Corolla gained popularity in direct proportion to its reputation as a reliable, dependable car. By the end of 1977, 6,215,635 Corollas had been manufactured ... more than any other brand name in the world

In 1979, Sweden's Svensk Balprovning-published *Weak Points of Cars '78* had this to say about Toyota Corolla: "Of all cars tested (1974 models) Toyota Corolla scored highest in overall ratings. Its score of 72% average was far above the 52% overall average. Reasons for its good performance in the test were given as high quality, safety features and durability."

ADAC REPORT of West Germany was hardly less complimentary. "We researched five cars," they said, "four European and one Japanese ... and the Japanese car, a Toyota Corolla, came out on top ... There were hardly any breakdowns, maintenance costs were minimal, and the dealer service network was well organized. An unbelievable 97% of Corolla owners interviewed were well satisfied with their cars."

Corolla topped 7,000,000 units manufactured in February 1979. The stage was set for the introduction of a completely new Corolla.



Third Generation Corolla





# **TOYOTA COROLLA**

— **THE MAKING OF A BEST-SELLER** —



## **Agetsuma flies overseas**

Can Corolla, with a complete model change, retain its world best-seller position?

This question preyed upon the mind of Fumio Agetsuma, Chief Designer of the Corolla Project. He knew what research said. Some had said "we want higher quality, more popularity." Others, "give us a car that will make present Corolla owners buy new Corollas." And still others, "make it a car that satisfies a wide spectrum of owners while maintaining a high-quality profile."

Requests and ideas were so numerous that Agetsuma often felt weighed down under them. But he had to work out just exactly how to apply these demands from the market to his own ideas of the model change for Corolla.

October 1975, Agetsuma's mind was already in Europe as he waited in the departure lounge at the Haneda International Airport. He was going to spend the next weeks in Europe probing the market, asking questions, watching pricing trends, seeking out popular cars and finding out what makes them so popular, looking at advertising and publicity ... all to help him finalize his vision of what the new Corolla was to be.

His trip took him through Belgium, England, France, Holland, Italy, Sweden, Switzerland and West Germany: eight countries in all. In each country Agetsuma found the car most directly competitive to Corolla. He looked at its price, its popularity, and the reasons why it was so well placed in the market. He watched. He listened. He asked people in every country he visited what they thought about the kind of car the newest Corolla was envisioned to be. Their responses were favourable. There were few complaints ... so when Agetsuma returned, he was ready to take the first concrete steps in the designing of the newest Corolla.

## The first steps

All systems for the newest Corolla were GO. Planning was nearly perfect.

Now the thinking, the ideas, the philosophy had to be materialized, designed and tested. Progress toward debut day had to be made, step by careful step.

As soon as he returned from abroad, Agetsuma gathered his project teams together: 25 in all, covering every conceivable area of new car development — vibration and noise control, undercarriage, air-conditioning, environmental control, handling, maintenance and the many other facets to automotive design and production.

From then on, the results of the work of each team were reported each week in a general Corolla Project meeting. These results were discussed and new directions set. The teams were kept working at full capacity at all times.

When a team came up against a problem that they could not solve within their group, it was taken to the general meeting where other brains had a chance to grapple with it. In this way, new ideas were born and old problems solved. Progress toward the newest best-seller marched on.

### **DIRECTION: MAKE THE AERODYNAMICS AS GOOD AS POSSIBLE**

That was the order to the body design team. Better aerodynamics, all else being equal, means better fuel efficiency and better performance.

The designers studied the characteristics that result in low drag coefficients. Those of particular note were straight, sharp lines; low front end and high rear end. After ingesting all the data available on aerodynamics, the team set out to determine just how best to apply these characteristics to the body design of the newest Corolla.

Irregularities in the body caused by protruding moulding and drip channeling were held to a bare minimum. An air-dam front spoiler was added. The trunk deck was flattened out, raised and given a sharp trailing edge. As each improvement was made, it was tested in the wind tunnel. In fact, 480 hours of wind-tunnel testing went into the superior aerodynamics of the newest Corolla.



### **DIRECTION: MAKE THE INTERIOR LIGHT AND AIRY**

The objectives were fourfold:

- 1) To give a feeling of modern high quality.
- 2) To help the passengers have a fresh, pleasant outlook.
- 3) To increase the size of the interior, in feeling and in fact, for more usable room.
- 4) To lay out everything for more efficient driveability.

### **Easy-to-read Instrument Panel**

Of all the obstacles in the designing of the interior, the instrument panel proved most difficult. The dashboard had to be low in concert with the thinking on forward visibility. Still, the meters, switches and controls had to be clustered separately and placed for maximum operation efficiency.

Many layouts were tried. And, when it was finished, the result was a better forward field of vision, a feeling of more space and the most efficient layout of any Corolla yet.

The instrument cluster design was reminiscent of a much larger, high-class car. In this class, it could be considered quite revolutionary.

### **More Comfortable Seats**

All seats were redesigned. Seats were brought from around the world ... especially those with a reputation for comfort.

Every characteristic was studied and catalogued: shape, thickness of pad, bound, everything.

Then came the subjective tests. People of all sizes and shapes sat in and rated the seats. Then the designers built seats for the new Corolla that were a judicious mixture of science and subjectivity. Now the new Corolla could boast of biomechanically designed seats.

### **DIRECTION: MAKE A QUIET CAR**

The newest Corolla had to meet and exceed market demands for quietness. The objectives were predicated both on Toyota's high standards and on the high quality image that had been set for the new Corolla. And, each design section of each team kept these quietness objectives in mind as they worked.

### **Reverberation**

Reverberation, especially in the middle and high-speed ranges, received top priority.

Concentration was on three things: stopping vibration, stopping vibration transfer and strengthening the body. The new 4-link, coil-spring rear suspension was carefully designed to reduce reverberation as well.

The radiator was bolstered. The heater hoses were changed. All seemingly small things, but they added up to a big reduction in annoying reverberation.

### **Engine Noise**

Many things were done to reduce engine noise. An electric radiator fan was adopted for the 1300cc engine in Europe, for instance, reducing noise from that quarter.

The radiator was bolstered, and heater hoses realigned: changes that also reduced engine noise.

Sound insulation was added to the cowl sides, dashboard and firewall. The service entrances in the roof and front pillar were improved, and every panel in the body was designed to lessen noise.

### **Wind Noise**

Reduction in wind noise was a major point designers kept in mind as they designed the aerodynamics of the new Corolla. Of course improvements in aerodynamic properties reduce wind noise, but other improvements were made as well. The protrusion of drip mouldings was reduced, the fit of pillar/window joints improved, the fit of weather stripping improved and the run of the glass improved. Even the radio antenna was redesigned to reduce wind noise.

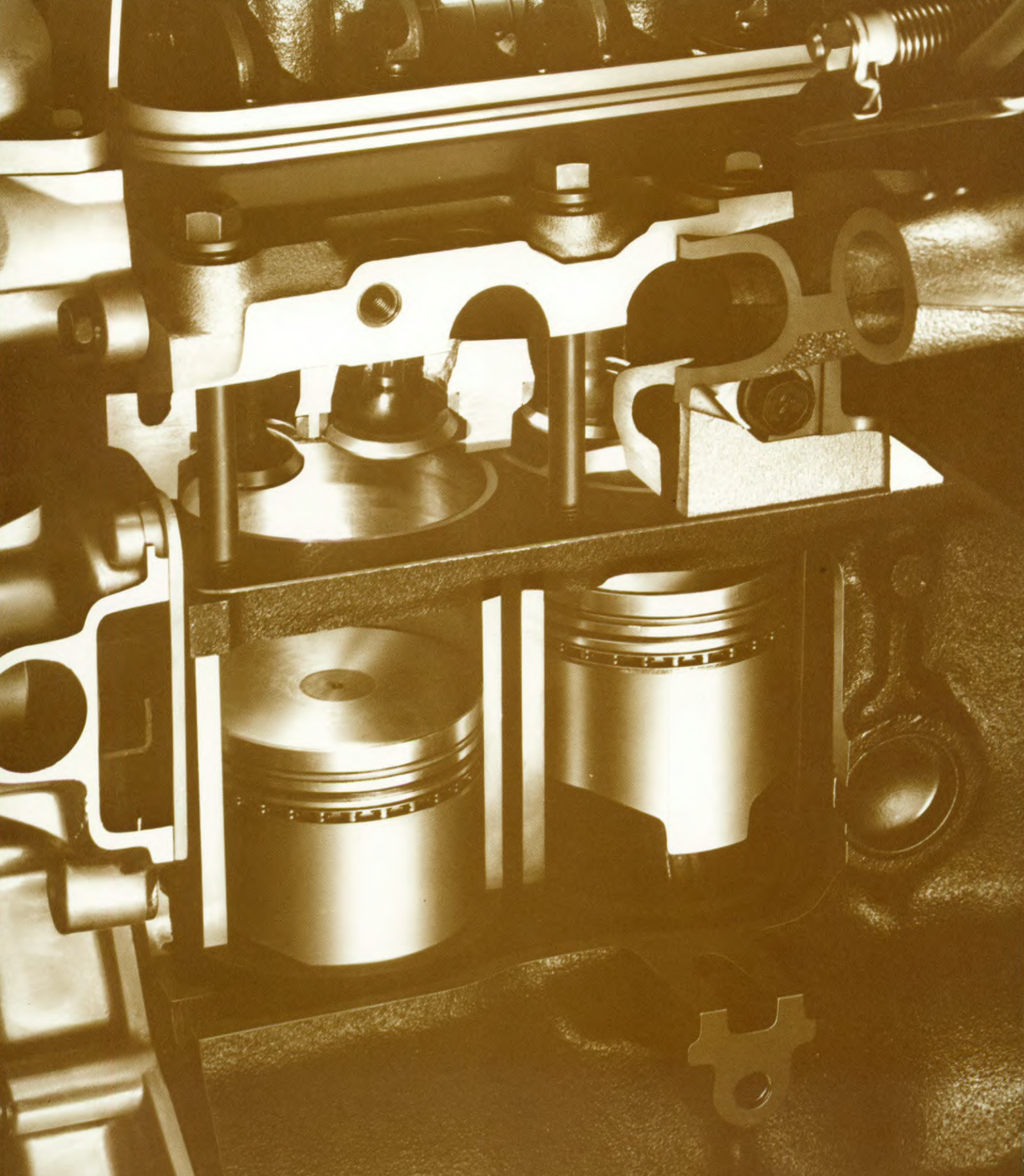
### **Vibration**

Rear suspension and propeller shaft received attention at the design stage to reduce vibration. In fact, the policy was to re-examine every part of the Corolla to see if vibration could not be reduced further.

Improvements that were especially effective in reducing vibration were the control arm bushings, the rear suspension and the differential (That reduced gear noise, too).

Transmission gear noise and body shake were also considerably reduced.





**TESTING THE NEW  
BEST-SELLER ABROAD**



## Tests done a broad

In February 1977, a prototype of the new Corolla sedan arrived in Brussels, Belgium. Few knew of it, even among Toyota employees. The prototype has been thoroughly tested in Japan under conditions that would simulate those found virtually anywhere in the world.

Take the safety tests for example. Over 100 cars ended up as scrap as the result of the stringent tests they were subjected to. But each one resulted in another way to improve the safety features of the new Corolla. When the stringent tests in Japan were finished and the prototype had passed, many thought the job was done.

Not so. What if this car were to meet some condition abroad that Toyota has failed to foresee? Until the car had been tested overseas as well, Agetsuma refused to let it be released for production.

The tests were to take place on overseas roads — the kind that could only be simulated in Japan. They took three weeks to complete, and were conducted in France, Holland, Switzerland and France. A typical day for the test team as they kept a sharp watch on long-distance, high-speed performance, high-speed stability, ride comfort and other factors went somewhat as follows:

Tuesday, February 15, 1977

Place: Brussels, Belgium

Objective: Riding comfort tests, city handling tests, Highway Performance tests

Schedule:

9:00 — 9:15 Briefing and Scheduling

9:15 — 10:00 Transfer to testing site

10:00 — 12:00 Testing in the suburbs of Brussels different combinations of suspension, stabilizers and shocks tested.

12:00 — 13:30 Lunch break

13:30 — 14:00 Transfer to Brussels Expressway

14:00 — 16:00 Test handling and performance at speeds around 130 km/h.

16:00 — 17:00 Return to garage for the night

17:00 — 19:00 Review the day's testing. Make out reports. Plan next day's testing.

Another typical day went through began in Cologne, West Germany and went 600 kilometers down the autobahn at speeds in excess of 130 km/h. This day was spend testing for long-distance, high-speed performance and stability, as well as quietness and handling. The team spent that night in Mannheim, far up the autobahn from their starting point in Cologne.

One overseas test proved not to be enough to satisfy Agetsuma. The second European run began in September 1978. Three body types were involved: sedan, coupe and liftback. The route was the same as that of the first run. This test confirmed the findings of the first one, increasing the team's confidence in the newest Corolla.

In late 1978 and early 1979, prototypes were shipped across the Pacific Ocean to Canada. They were to be tested in the severe winter of the Far North. This time the testing team was testing overall performance in snow and cold: things like cold weather starting, suspension action, defroster capabilities, engine performance, key action in the locks of the doors and trunk, corrosion from the salt laid on the roads in winter, and just where snow accumulated most while the car was moving in snowy conditions. The prototypes came through needing only minor tuning.

Another testing team took Corolla prototypes to Colorado, U.S.A., for high-altitude testing. Then the cars were driven to the depths of Death Valley to check for overheating and long distance driving in super hot conditions.

All this testing showed only small "tuning" changes to make in the Corolla before putting it on the market. At headquarters, the faces of Agetsuma and his staff began to take on the glow that comes only from having confidence in your product.

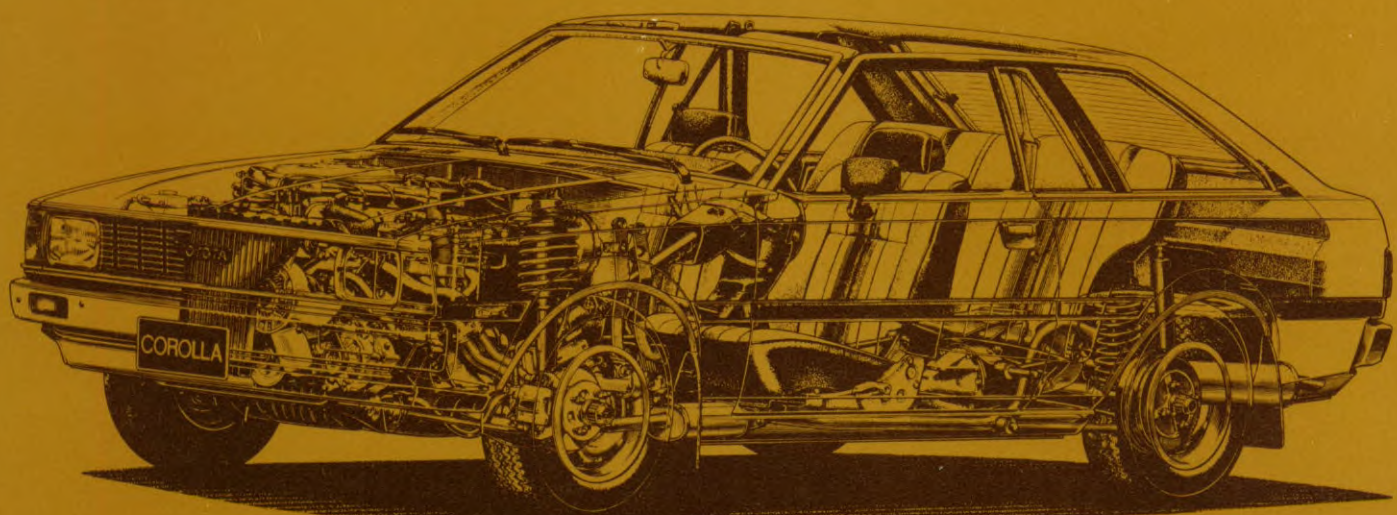
## **Final tuning of a new best-seller**

The new Corolla was essentially finished. But, just in case, Agetsuma decided on one more run through Europe.

This time, Toyota importers were invited to participate in the testing. In every country Toyota Importers drove the car. Looked at it closely. Tested it, and made their own frank appraisals.

They had only one question. "When can we get it?" Corolla was finally ready.





**THE DEBUT OF  
A NEW BEST-SELLER**



## **The Corolla Philosophy upholds Corolla**

It has been 13 years since the Corolla philosophy was first pronounced. Now, those who spent the last five years making a new best-seller kept an eagle eye on the line as the first of their creations came rolling off.

- **Cars are for the public.**  
Corolla must be a car that anyone can afford.
- **Corolla must be a car that anyone can fall in love with.**  
Corolla should bring a measure of happiness with it.

The basic Corolla Philosophy has resulted in the fourth generation of fine Corolla automobiles.

- **Corolla must be better than the competition. It must appeal to those consumers who are forming new concepts of value.**  
Corolla is one of the most popular cars in the world.  
As such, it must give the best possible value for money.

Born of this philosophy, New Corollas are going out into the world. Corolla stands on a solid 13-year history. It is ready for the 1980s. Particular care was taken to make this Corolla something special. It is ready to write a new page in the illustrious history of a best-seller, TOYOTA COROLLA.

4-door Sedan



4-door Wagon



Coupe








Liftback







## The Corolla Chronicle

Year	Production*	Exports**	Corolla milestones***	World Events
1966	12,180	15	Makes its debut as a two-door sedan. (October) 	<ul style="list-style-type: none"> <li>• The U.S.A. and USSR agree on terms of an international treaty governing Space.</li> <li>• Mrs. Indira Gandhi, daughter of Pandit Nehru, becomes prime minister of India.</li> <li>• Soviet spacecraft Luna 9 and Luna 13 make unmanned "soft" landings on the Moon.</li> <li>• U.S. surgeons successfully use a plastic heart to help in surgery.</li> </ul>
1967	162,555	15,425	Four-door sedan and wagon models are introduced. (May) 	<ul style="list-style-type: none"> <li>• Surgeon Christiaan Barnard (S Afr) performs the world's first heart transplant operations.</li> <li>• World's Fair "Expo 67" opens in Montreal (Can).</li> </ul>
1968	242,749	48,171	Undergoes minor changes. (March) Coupe model is introduced. (May) 	<ul style="list-style-type: none"> <li>• Two assassinations rock the U.S.A.: Preacher and Negro rights leader Martin Luther King Jr. is shot in Memphis, Tenn.; Senator Robert F. Kennedy, former Attorney-General and brother of slain President John F. Kennedy, is killed in Los Angeles, Cal.</li> <li>• Apollo 8, crewed by three U.S. astronauts, makes the first orbit of the moon.</li> </ul>


1969	354,518	94,361	Undergoes minor changes. (February) 1200cc engine is introduced. (August)	<ul style="list-style-type: none"> <li>• Richard M. Nixon takes office as 37th President of the U.S.A. Mrs. Golda Meir becomes Israel's prime minister.</li> </ul>
1970	460,319	138,084	Undergoes first full model change. Cumulative production reaches one million mark. (June) 1400cc engine is introduced. (September)	<ul style="list-style-type: none"> <li>• Egypt's president Gamal Abdul Nasser dies, and is succeeded by Anwar Sadat.</li> <li>• China launches its first artificial satellite.</li> </ul>
				
1971	596,863	259,399	Undergoes minor changes. (August)	<ul style="list-style-type: none"> <li>• The UN finally admits Communist China as a member nation.</li> <li>• Two U.S. astronauts land on the moon from Apollo 15, and drive a lunar vehicle on the moon's surface.</li> </ul>
1972	647,700	260,304	Corolla Levin is introduced with the 1600cc engine. (March)	<ul style="list-style-type: none"> <li>• President Richard M. Nixon (U.S.) visits the USSR and China.</li> <li>• Okinawa is returned by the U.S. to the Japanese. U.S. astronauts make two trips to the moon (Apollo 16 and 17) and establish astronomical observatories there.</li> <li>• An unmanned Soviet spacecraft brings moon rocks back to Earth.</li> </ul>
				
Rallye du Portugal '75				



1973	669,402	256,273	<p>Undergoes minor changes. (August)  1600cc engine is introduced. (April)  Cumulative export reaches one million mark. (October)</p>	<ul style="list-style-type: none"> <li>• Arab countries double the price of their oil, causing an energy crisis in Western countries.</li> <li>• Japanese scientists investigate artificial tissue for use as substitute skin.</li> <li>• German scientists invent an improved artificial kidney. The U.S. dollar is devalued by 10 percent.</li> </ul>
1974	677,455	300,601	<p>Undergoes second full model change.  Hardtop model is introduced. (April)</p> 	<ul style="list-style-type: none"> <li>• Nixon resigns: he is succeeded by Vice-President Gerald R. Ford as 38th President of the USA.</li> <li>• Mrs. Golda Meir resigns as prime minister of Israel, and is succeeded by Yitzhak Rabin.</li> <li>• President Georges Pompidou of France dies, and Valery Giscard d'Estaing is elected to succeed him.</li> <li>• West German Chancellor Willy Brandt resigns when his personal aide, Gunter Guillaume, is unmasked as a Communist spy. Finance Minister Helmut Schmidt is elected to succeed Brandt.</li> <li>• The U.S.A. and the USSR reach an agreement on limiting armaments. U.S.A. spacecraft, Mariner 10, transmits pictures of the planet Mercury to Earth.</li> </ul>

1975	757,265	352,488		<ul style="list-style-type: none"> <li>• Two women attempt to assassinate U.S. President Gerald Ford.</li> <li>• The Suez Canal, closed since 1973, is reopened to international shipping.</li> <li>• Iceland extends its fishing limits from 50 to 200 miles (80-320 km); a so-called Cod War involving British trawlers and Icelandic gunboats results</li> </ul>
1976	816,897	461,576	<p>Liftback model is introduced. (January) Cumulative production reaches five million mark. (June)</p> 	<ul style="list-style-type: none"> <li>• China loses its revolutionary leaders; Premier Chou En-lai dies in January and Mao Tse-tung in September. Radical leaders, including Mao's widow Chiang Ching, are purged.</li> <li>• James Earl (Jimmy) Carter is elected President of the U.S.A.</li> <li>• Anglo-French supersonic airliner Concorde goes into service.</li> </ul>
1977	817,732	509,791	Undergoes minor changes.	<ul style="list-style-type: none"> <li>• Spain holds its first free parliamentary elections in 41 years.</li> <li>• West German commandos storm a hijacked German jet airliner at Mogadishu, Somalia, rescuing 82 passengers and killing 3 terrorists.</li> <li>• In an unexpected peace move, President Sadat of Egypt visit Israel and addresses the Knesset (parliament).</li> </ul>



				<ul style="list-style-type: none"> <li>• U.S. space scientists begin testing the Space Shuttle aircraft.</li> <li>• Oil begins to flow through the Alaska pipeline.</li> </ul>
1978	735,603	387,498	Undergoes minor changes. (April) Cumulative export reaches three million mark. (October)	<ul style="list-style-type: none"> <li>• Two Soviet Cosmonauts, Georgi Greshko and Yuri Romanenko, spend a record 96 days in space, making 1600 orbits of Earth.</li> <li>• World's first-test tube baby, Louise Brown, is born in Oldham, England.</li> <li>• Japanese explorer, Naomi Uemura, reaches the North Pole after a lone 477-mile journey across the frozen Arctic Ocean.</li> </ul>
1979	587,323 (Jan-Oct)	319,207 (Jan-Oct)	Cumulative production is scheduled to reach seven million mark, (January or February)	<ul style="list-style-type: none"> <li>• The China Syndrome; the damaged plant at Three Mile Island.</li> <li>• A crash landing for a 77.5-ton giant Skylab.</li> </ul>
				
Cum. Total	7,538,561	3,403,193		

\* Including wagon-type commercial vehicles. \*\*Including unassembled units (Knock-down).

\*\*\* Based on Japanese Market.





This is not the last chapter of Corolla History.  
In a few years change will be upon us again ...  
and strength of Toyota will come together to create yet another best-seller —  
another Toyota Corolla.





