

Corona

Toyota's first passenger car designed for the American driver and roads, the Corona, was an immediate success. It became the cornerstone for volume sales of feature-rich, high-quality Toyota vehicles in the United States. The Four-door 1966 Corona was priced at \$1,760 with a 90-horsepower engine and three-speed manual transmission.

- **Road Test Magazine chose the Corona Mark II as the "Import Car of the Year" in 1970.**
- **In 1966 Corona was the first Toyota vehicle sold in the U.S. to surpass 10,000 units in annual sales.**
- **The Corona's automatic transmission and exceptional fuel economy made it the perfect commuter and second family car.**

The first Corona designed with American motorists in mind included new amenities for a small car, including armrests, sun visors, tinted glass, full carpeting, a glove compartment, wheel covers and white sidewall tires.

The second-generation Corona, introduced in 1973, came in several versions including a two-door SR hardtop, two-door hardtop, two- and four-door sedan, and the first Corona five-door wagon. None was priced higher than \$3,000. Standard features included a four-cylinder 97 hp engine, fold-down rear seats on the hardtop and wagon models, electric clocks, and a rear window defogger. The SR hardtop came with a five-speed manual transmission. The two-door hardtop had a three-speed automatic transmission; all other models had four-speed manual transmissions.

Corona's third generation arrived in 1979. It included 4-door deluxe and luxury editions a four-door sedan, a five-door wagon and a five-door lift back. All were priced under \$6,500. Standard features included a 2.2-liter overhead cam 95hp 4-cylinder engine, a five-speed overdrive transmission with a three-speed automatic option, MacPherson strut front suspension, a cigarette lighter, deluxe vinyl or cloth interior, steel-belted radial tires, and tinted glass. Options included an AM/FM radio, a cassette tape player, a remote trunk/hatch release, air conditioning and a three-speed automatic transmission.

The Camry replaced the Corona for the 1983 model year and went on to become America's No. 1 selling car. Cumulative sales for the Corona in the U.S. exceeded 725,000.



Corona models:

- 1966-1969 Two-door and four-door hardtop
- 1968 Total U.S. sales pass 100,000
- 1970 Introduction of the Corona Mark II
- 1971 Total U.S. sales pass 300,000
- 1973-1976 Second generation Corona. Models include two-door SR hardtop, two-door hardtop, two-door sedan, four-door sedan & five-door wagon
- 1975 Total U.S. sales pass 500,000
- 1979 Third generation Corona. Four-door deluxe & luxury sedan, five-door deluxe & luxury wagon, introduction of the five-door deluxe and luxury lift back.
- 1983 Corona replaced by the Camry