

Corolla

The world's all-time best-selling automobile, the Toyota Corolla, was introduced in Japan in 1966 and the U.S. in 1968. Forty years later, this popular economy car is still attracting a million customers a year. Cumulative U.S. sales surpassed 7 million Corollas; worldwide, the total exceeds 30 million.

- ***By 1982, with cumulative worldwide production at almost ten million units, Corolla was being sold in 116 countries.***
- ***In the U.S., Toyota joined General Motors in re-opening an older plant in Fremont, California in 1984, creating the New United Motor Manufacturing, Inc. (NUMMI). NUMMI became the first U.S. manufacturing site for the popular Corolla, with production beginning in 1987.***
- ***The exterior styling of the 1998 Corolla registered a lower drag coefficient than a Supra Turbo.***

The first models offered in the U.S. were subcompacts equipped with a 1.1-liter, four-cylinder SOHV engine.

Toyota upgraded the Corolla in 1970, adding more room and the power of 1.2- and 1.6-liter engines. In the mid-1970s, Corolla became the best selling automobile in the world.

The five millionth Corolla rolled off the production line in June 1976.

In 1984, Toyota introduced the Corolla coupe equipped with a four cylinder, 16-valve DOHC engine. Dubbed the GT-S, it offered the highest performance of any Corolla model, and remained in production until 1991.

By 1988, with the introduction of the fifth generation, all Corollas except three-door hatchbacks had front- or four-wheel drive. The model mix then included three-door hatchbacks and FXs, four-door sedans and five-door wagons.

The sixth-generation Corolla, launched in 1993, was the first with a driver's side airbag, and offered with 1.6- and 1.8-liter engines. The new, larger Corolla was reclassified as a "compact," taking the spot vacated by the 1992 Camry's move to "mid-size." A passenger-side airbag was added in 1994.



1968 Corolla



1977 Corolla Wagon





1986 Corolla FX16



1996 Corolla

The 1997 model was equipped with side-impact protection to meet strict federal crash standards. The wagon model was discontinued and a new Classic Edition was introduced. In 1998, a new 120-horsepower 1.8-liter engine dubbed the 1ZZ-FE powered the all-new Corolla.

Continuing Corolla's safety developments, the 1998 model included dual airbags and front seatbelts with pretensioners and force-limiters working in concert with Toyota's Passive Safety Body to meet or exceed then current and foreseeable safety standards worldwide. An optional Sports Package added a front sway bar, color-keyed mudguards, rocker panel extensions and white-faced gauges.

In 2000, Corolla's power was improved by adding VVTi variable-valve technology that increased engine horsepower from 120 to 125 without sacrificing fuel economy. The use of VVTi also lowered emissions, enabling Corolla to become EPA-certified as a Low Emission Vehicle.

The 2001 Corolla received new exterior styling and was equipped with a standard five-speed manual transmission. A new S-grade provided a sporty image with front grille and protective body side moldings and bucket seats. The S and LE grades were available with four-speed ECT automatic transmission. The 2001 Corolla was the first Toyota model to offer a safety inside-trunk release.

The 2003 Corolla marked this model's ninth generation. It was powered by a 1.8-liter 2ZZ dual overhead cam engine and six-speed manual transmission, delivering 170 horsepower

The 2009 Corolla, the tenth generation, featured either a 1.8-liter or 2.4-liter dual overhead cam engine. They were available in five grades, Standard, LE, XLE, S or the performance-driven XRS, with the 2.4-liter engine.



Corolla Chronology

- 1966 Introduced in Japan.
- 1968 Introduced in U.S. as sub-compact. Equipped with a 1.1 L 4-cylinder SOHC engine.
- 1970 Second generation, roomier with a 1.2 L engine. Becomes the number two best-selling import.
- 1971 1.6L engine available. Total U.S. sales exceed 200,000
- 1974 Third generation introduced. Total U.S. sales exceed 500,000
- 1976 5-millionth Corolla produced in June
- 1977 Total U.S. sales exceed 1,000,000
- 1979 Fourth generation introduced
- 1981 Total U.S. sales exceed 2,000,000
- 1983 10-millionth Corolla produced in March
- 1984 Corolla GT-S is introduced
- 1984 Joint plant venture with General Motors (NUMMI) opens to produce the fifth generation, front-wheel model.
FX model introduced. Total U.S. sales exceed 3,000,000
- 1987 Sixth generation introduced
- 1990 15-millionth Corolla produced in June.
- 1992 Total U.S. sales exceed 4,000,000
- 1993 Seventh generation introduced, moves to larger compact size
- 1997 All Corolla production for the U.S. now produced in North America. Wagon discontinued. Total cumulative U.S. sales exceed 5,000,000
- 1998 Eight generation introduced, new 1.8L engine available.
- 2000 Variable Valve Timing with intelligence (VVT-i) engine available.
- 2001 Total U.S. cumulative sales exceed 6,000,000
- 2002 Ninth generation 2003 model year Corolla introduced
- 2008 Tenth generation 2009 model year Corolla introduced



2004 Corolla S



2008 Corolla XRS

