

Land Cruiser

The Land Cruiser FJ25 was introduced to the U.S. in 1958 as a two-door utility vehicle. The Land Cruiser is the only Toyota model that has been continuously sold in the U.S. since the founding of TMS. In the early 1960s, Toyota experimented with Land Cruiser pickups and station wagons.

- **The Land Cruiser FJ20 series, the first Toyota vehicle sold in the U.S. was the successor of the BJ Series**
- **When introduced, the Land Cruiser rejuvenated the off road market by being the only off road vehicle that could go 85 mph while the competition topped out at 55 mph.**
- **The FJ40 was the most popular Land Cruiser model being sold from the early 1960's till the introduction of the FJ70 in the mid 1980's.**



1958 Land Cruiser

The early Land Cruiser was a rugged piece of durable workmanship epitomized by the FJ 40. The iconic FJ40 replaced the FJ25 in 1960, priced at \$2,665 for the soft-top and \$2,995 for the hardtop, and powered by a 135hp 6-cylinder model F engine. The FJ40 featured a fold-down windshield, a 4 speed manual transmission, canvas-top doors and curtains on soft-top models, hub caps, a tool box, hydraulic clutch, flashing directional signals, front towing hooks, outside rearview mirrors and oil, fuel, and air cleaners. Options included a winch. The FJ40 was available in many different forms including a longer wheelbase with soft top (FJ43), a four-door wagon with a hard top (FJ45V) and a pickup (FJ45).

In 1967, Toyota introduced the 55 series, a Land Cruiser wagon, that evolved into a rugged SUV. By the mid-1980s, the FJ40 was discontinued and the station wagon became a luxury SUV.

In 2006, the newest Land Cruiser, the FJ Cruiser, was introduced with styling reminiscent of the early FJ models in its design.

Other Land Cruiser series sold in the US

- 40 Series: rugged four wheel drive vehicle
- 55 Series: long wheel base four-door utility wagon
- 60 Series: four-door wagon
- 80 Series: four-door luxury utility vehicle
- 100 Series: four-door luxury SUV w/independent front suspension
- 120 Series: four-door luxury SUV, sold as the Lexus GX470 in the US
- FJ Cruiser: new two-door SUV a modern take on the classic FJ40

Sales highlights

- 1958 Total U.S. sales are 1
- 1962 Total U.S. sales exceed 1,000
- 1967 Total U.S. sales exceed 10,000
- 1978 Total U.S. sales exceed 100,000
- 2003 Total U.S. sales exceed 300,000



1979 Land Cruiser FJ40



2006 Land Cruiser



2007 FJ Cruiser

