

## History of Toyota Corona

Many people know about the beloved Toyota Corolla, but most have never heard of the Toyota Corona. The Corolla and Corona were sometimes confused with one another, but the Corolla was smaller than the Corona and it actually started out as the Toyopet Crown. The Toyopet Crown was made from leftover parts from an earlier model Crown in the early '50's, and it was slated to become the flagship car for Toyota in America.

The first Toyota Dealership opened in 1957 in Hollywood, California as Toyota Motor Sales, USA. On its lot were 288 vehicles: 287 Toyopet Crowns and 1 Toyota Land Cruiser. The lucky person who bought that first Land Cruiser did not know at the time that they were buying what is universally known today as the "Legendary Land Cruiser." Some people have all the luck.

However, the Toyopet Crown did not do well in America, so it was revamped and reintroduced as the Tiara. It gained the attention of the American public, and as sales progressed, it was once again remodeled and finally became the Corona. Toyota manufacturers seemed to gravitate toward using the name Crown in the making of the Crown, Corolla, and Corona, and eventually the Camry; Corona is the Latin word for Crown.

The Toyota Corona was manufactured from 1957 to 2001, but the last year the Corona sold in the U.S. was in 1982. It was remodeled in 1983 and went from rear wheel to front wheel drive and became what we all know it as today: America's favorite car at present, the Toyota Camry.

The T130 series produced between the years of 1978-1982 had the same famous 20R engine in it that spawned all the famous stories we continue to hear about regarding the Toyota products outstanding reputation and longevity. During that time, the Corona, Celica, and little Toyota Hilux all sported that very famous engine.

The Crown Toyopet did not become the flagship car for Toyota: the Toyota Crown holds that reputation. It is still produced in Japan today, and it is highly revered as the car of choice for dignitaries, and the well-to-do. Wouldn't it be nice to have a car that is tied to such rich history as that of the first model made from the Crown and sold in America? The Toyota Camry certainly fits that bill.

### *References:*

*[http://en.wikipedia.org/wiki/Toyota\\_Corona](http://en.wikipedia.org/wiki/Toyota_Corona)*

*<http://pressroom.toyota.com/corporate/company+history/>*