

Toyota's FJ Cruiser



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Toyota Introduces FJ Cruiser

Toyota will introduce the all-new FJ Cruiser sport utility vehicle (SUV) in early 2006 for the 2007 model year. The vehicle was created to give customers the freedom to go anywhere and do anything. The overwhelmingly positive response to the FJ Cruiser concept, developed two years ago, prompted Toyota to launch a production version of the SUV. The all-new production model retains much of the design details of the original concept.

"The FJ Cruiser effectively fills a gap in the Toyota lineup which was once our core heritage - capable, affordable and durable vehicles that are youthful, fun-to-drive, aggressive and tough," said Don Esmond, senior vice president automotive operations. "The FJ Cruiser will deliver true off-road ruggedness, image and performance at a very low price, making it highly accessible for a large volume of young buyers."

The final production design of the FJ Cruiser was a joint project by Toyota Motor Corporation and Caltex Design Research, which developed the original concept vehicle shown at the North

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American International Auto Show in 2003. Chiseled from nearly a half-century tradition of tough off-road performance provided by the legendary FJ 40, the original 4Runner, and 4x4 compact pickups, the FJ Cruiser was developed as a basic, capable and affordable off-roader aimed specifically at young buyers with active outdoor lifestyles.

The FJ Cruiser takes on an authentic functional form, yet adopts several styling cues from the original FJ 40. Some of these cues are notable on the front end by its wide grille with "Toyota" logo badging, round headlights, and off-set combination lamps.

Additional inspiration can be found through its upright windshield and white cap roof. Traits are also noticeable in the rear with wrapping rear corner windows. The modern shape of the FJ Cruiser is woven into a compact package set on a wide track, producing enhanced stability and a powerful stance.



Utility features include a two-part rear hatch with flip-up glass, black overfenders with mudguards, and silver painted bumper extenders, mirrors, door handles and skid plate. Easy rear passenger entry into the two-door SUV is achieved with rear access doors.

Power is supplied by a 4.0-liter V6 engine, generating 245 horsepower and 282 lb.-ft. of torque. The engine is paired with a five-speed automatic transmission on both 4x2 and 4x4 configurations and an available six-speed manual on 4x4 models.

The five-passenger FJ Cruiser rides on a modified 4Runner platform and features 17-inch steel wheels and four-wheel disc brakes. Just like all of the SUV's in Toyota's line-up, the FJ Cruiser will be equipped with the STAR SAFETY SYSTEM™ which includes Vehicle Stability Control (VSC) and traction control (TRAC), an anti-lock brake system (ABS) with electronic brake-force distribution (EBD) and brake assist as standard. All 4x2 models will come with a standard automatic limited slip differential (ALSD).

The tough and straightforward theme of the FJ Cruiser is extended to the interior with a cabin designed specifically for basic functionality and flexible utility. The instrument panel features an exterior color trim, adding to its sophisticated, handcrafted appearance. The faceplate with round inset instrumentation communicates a mechanical appearance. The steering wheel and center-mounted shifter, and attached-look door panels feature tool-like simplicity. The rear seats fold flat, creating ample cargo space and maximum usability.



The interior will be equipped with an array of standard convenience features including air conditioning, AM/FM CD audio with six speakers, tilt steering wheel, four cupholders, passenger seat back pocket, and an upper dash-mounted map/glove box. Additional optional equipment includes 17-inch aluminum alloy wheels, rear differential lock, electronic four-wheel traction

control (on 4WD models only), running boards, rear sonar backup assist, front seat-mounted side airbags and front- and rear-side curtain airbags, daytime running lights, power outside mirror with image lights, cruise control, AM/FM CD audio with a six-disc changer, equalizer and eight speakers, leather-wrapped steering wheel with audio controls, multi-information display, exterior color door insert panels, privacy glass, and rear wiper.

"Toyota is responding to the needs of a new generation of buyers with a modern interpretation of a Toyota classic, combining Toyota heritage with the safety and refinement requirements of today's market," said Esmond.



TOYOTA FJ CRUISER VEHICLE PRELIMINARY SPECIFICATIONS

POWERTRAIN

4.0 Liter V6 - 245 hp /282 torque
5-speed automatic
Available 6-speed manual in 4x4

DIMENSIONS (inches)

Overall Length: 177.6
Overall Width: 74.6
Overall Height: 70.9
Wheelbase: 105.9
Ground Clearance: 9.6
Wheels: 17-inch black steel wheels w/full size spare
Available alloy wheels (5)
Tire Size: 265/70R17
Towing Capacity 5,000 lbs.
Seating Capacity 5

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Clear and Vibrant - 2007 FJ Cruiser Exemplifies Toyota's Design Philosophy

A home run or a dream, come true? To its designers, the 2007 Toyota FJ Cruiser is both those things, and more. To Kevin Hunter, vice president of Caltex Design Research, the California-based Toyota design studio in which the FJ Cruiser concept vehicle was born, it's a home run. For Jin Kim, who designed the vehicle's exterior, it's a dream come true. But perhaps most importantly, it's a steel-and-glass statement of Toyota's commitment to great design.



With the FJ Cruiser, Toyota seemingly accomplished the impossible: It captured and distilled the essence of an iconic, 40-year-old vehicle, the classic Toyota Land Cruiser FJ40. Then it poured that essence into an all-new design without making that new design a retrospective restatement of the original. It reprised several of the FJ40's most compelling stylistic themes, but did so in ways that are completely contemporary and fresh. And that was exactly what Hunter, Kim and interior designer Bill Chergosky all had in mind.

The challenge, first posed in early 2002 by executives from Toyota Motor Sales, was simple: Design a show vehicle that targeted young buyers and that offered a rugged, functional look recalling the classic Land Cruiser and its heritage.

Kim and two other designers were asked by Hunter to research some ideas. Whoever came up with the most intriguing idea would be assigned the final concept-vehicle design project.

Kim's research pointed him toward the FJ40. "The more I got into it, the clearer it was to me that this was what Toyota was looking for," said Kim. "The design is charming. It has nice volume and a good stance. It's kind of boxy and very rugged. I learned that there are still a lot of people who are FJ40 fanatics, so I decided to go in the FJ40 direction."



Yet the need was for something new, not something old. Said Kim, "I wanted to make sure I didn't take the design in a retro direction. I wanted to do something very new and modern, but with a sense of the FJ40 to show the heritage of it, not just a literal FJ40 re-do."

Kim, 28, a graduate of the Art Center College of Design in Pasadena, California, chose as his starting point the vehicle's overall image. The look he was after, he said, was what he called "industrial modern." He explained, "To me, that means tool-like, a combination of ruggedness and functionality, with an honest look and modern surfaces."

Kim's initial sketches explored a number of variations on Land Cruiser themes. As he progressed, he got a clearer idea of what the final vehicle could look like - a process that included thinking about the elements that made the FJ40 a memorable design.

He settled on the FJ40's two round headlights set on either side of a mesh grille, and mounted within a grille surround element: its upright windshield, its white top and its wrap-around rear-corner glass.

"I tried to interpret those in a modern way that's not literal but has the same feeling," Kim explained, and added, "I think that just looking at the grille/headlight treatment and the white roof makes an immediate connection to FJ40, even though the final FJ Cruiser design uses totally different proportions and construction."

Kim added, "The proportion I wanted to express was rugged, leaning forward in an aggressive gesture. I was able to achieve that by using a wedged roofline and a short overhang. Combining those two gave it a forward-leaning posture. The surfaces are flat. It has a nice tension and a nice volume. It's not organic, but at the same time it feels very muscular."

Hunter, a graduate of the College for Creative Studies in Detroit, liked what he saw. "We knew this concept was going to be some kind of Land Cruiser vehicle, but we weren't sure which one," said Hunter. "The sketches that Jin presented communicated, in a very modern way, the essence of the FJ40. We could feel it immediately when we saw the sketches. Sketches from the other designers were nice designs, but they didn't connect to the past in a way we thought was interesting. We felt that Jin's design was the best of both worlds."

Kim's sketches may indeed have been the best of past and present, but a design sketch is a universe away from a real-world design that can be translated into a full-size model of the proposed concept vehicle. So Kim's initial sketch underwent a process of refinement.

"Once we decided on a theme, there were a series of management reviews to improve and develop the design," said Hunter. "We did a lot of proportional tuning. We looked at the cab and body ratios and the windshield angles. We experimented with a lot of different things. In the end, it was really a compelling design with a lot of charm and character. It communicated an honest, purposeful function that was easy to understand in an emotional way. I think we had a clear philosophy from the beginning about what we wanted it to be. We stuck to that. I don't feel we compromised anything along the way."

While Kim was working on the exterior design, Bill Chergosky, 35, also a graduate of the College for Creative Studies in Detroit, was tasked with coming up with an interior for the project. Like Kim, he also was thinking in terms of tools. "A hammer is a great metaphor for the way the interior of the FJ40 is constructed," said Chergosky. "A hammer looks the way it does because it has to drive a nail. When I sat down to design this interior, I looked at the FJ40's interior. It's a product of manufacturing. One of the style elements is purity - there is no styling. It's composed of a big metal tub, some pieces of Masonite wrapped in vinyl and an instrument panel jammed right up against the firewall. I wanted to convey a similar charm. That's the design intent filtered through the engineering process. It is what it is. It's like a tool."

Chergosky's intent was to work from that philosophy, but with modern design tools and manufacturing processes. That meant using a computer instead of a pencil and sketchpad, and it also meant altering his workflow.



"Usually, designers create a shape and then design a process that will produce that shape," said Chergosky. "But this time, I wanted the components, the architecture, to be somewhat process-driven. I wanted the components to be extrusions, castings and CNC-milled pieces. Setting out with a production and assembly process probably is how they did the original FJ40. They created a style, something magical, out of that."

The process of creating something magical this time around was helped by Toyota's recently enunciated design philosophy. That philosophy is stated by the phrase, "vibrant clarity."

Hunter explained, "We're all trying to communicate this. By vibrancy, we mean energetic and active. Clarity is something that is honestly communicated. It's easy to understand why it's here, what it's meant to do. That's what we're trying to capture."

With this design philosophy as a guide, the final tuning of the concept's design was completed and Kim began building a full-size model.

"When it was all done and painted, we presented it to the executives at Toyota Motor Sales, said Hunter. "It was stunning. We all felt that this was going to be a true winner. Sometimes you're not fully satisfied and you think, 'It's too bad we didn't do this or that.' But this was one of those projects where you just felt this was a great design."

Hunter, Kim and Chergosky were sure that they were on the right design path, but none of them was prepared for the reception the FJ Cruiser concept vehicle got at the 2003 North American International Automobile Show in Detroit.



The FJ Cruiser's unveiling took place toward the end of the show's media days. When the coverings were lifted from the glowing blue-and-white FJ Cruiser, it was clear that Hunter and his team had a hit on their hands.

Hunter said of the unveiling, "It was a home run - not only according to the media, from whom we heard a lot of positive things, but also according to our design colleagues, who came up and complimented us. The FJ Cruiser was understandable. You didn't have to explain that vehicle to anyone. Everyone knew instantly what it was. It was amazing to see people's response to it. The fact that it was connected to the FJ40 completed it as a home-run statement."

Kim recalls, "When I saw what a success it was, I was blown away. The response it got was very satisfying. A lot of times after you spend time designing something, you've been looking at it so long you don't know how it will be received by those who've not seen it. At a certain stage you start to wonder about the design. So it was very satisfying to see that other people had positive reactions. It was a dream come true."

Concept cars are flights of artistic fantasy, vehicles in which ideas count more than practicality does, in which impact and artistic expression trump production concerns. So it is perhaps understandable that the FJ Cruiser's designers expected that their interior and exterior designs, so carefully plotted, might be victimized by the exigencies and realities of production, and by the process of engineering a real-world vehicle from something intended only for the world of show. Yet the FJ Cruiser was put into production in a form that is almost completely unchanged from that of the concept vehicle.

There is a solid reason for that, according to Hunter. He said, "I think there was a strong commitment from the chief engineer to this concept vehicle's design. The best designs come about when design and engineering work together. That's what we're trying to do at Toyota. We're trying to expand our design vocabulary, to do more emotional design."

"The engineers really outdid themselves," said Kim. "Often, because of issues related to cost, packaging or visibility, production vehicles lose some of the concept vehicle's design touches. There were things I thought would go away with this one, but the engineers managed to keep most of the design elements. I thought, for instance, that the first things they would get rid of were the indicator lamps in the side-view mirrors. But they kept even those."

At the end of the day, the FJ Cruiser is much more than merely a successful design exercise that made it into production. It also is a clear statement of how Toyota's design philosophy can be turned into hard metal.

Explained Hunter, "Vibrant clarity helps us to solidify the way we are thinking about design. Translating it visually is often difficult, so it helps to have an example to use as a benchmark. The FJ Cruiser is just such a benchmark."

Hunter added, "What is significant about the FJ Cruiser project is that working together, we created a concept car that was widely recognized for its excellence. It then became a production car. This marks the first time at Caltz we've taken a concept right to production. So I think that's a testament to a strong commitment to design, to understanding its importance, and to people working together."

ROOTS AND BRANCHES - A HISTORY OF THE TOYOTA LAND CRUISER

Look at the 2007 Toyota FJ Cruiser and you see echoes of the classic and much-loved Toyota Land Cruiser FJ40. The FJ Cruiser not only pays homage to the FJ40, it also looks back to the beginnings of Toyota, and to the beginnings of Toyota in the USA. For not only did the Land Cruiser FJ40 help Toyota develop its engineering, production and sales abilities here in the U.S. and elsewhere, but those abilities, once developed, provided the foundation for the design, production and sales of the automobile lines that followed the Land Cruiser.

While the FJ Cruiser's styling recalls the FJ40, the taproot of its family tree stretches back past the FJ40 to a vehicle called the BJ, which descends from a 1950 4x4 prototype called the AK10. The BJ was Toyota's first 4x4 utility vehicle and was powered by the company's prewar B-type 75 hp engine. This sturdy 3.4L (206.6 c i.) six-cylinder unit, intended for use in medium-light trucks, not only was perfect for the BJ but set a pattern the Land Cruiser line followed for decades.

The BJ and the famed Willys Jeep had much in common. Both were tough, square-fendered utility vehicles that consisted of basic open bodywork bolted to sturdy steel ladder frames. Both used four-wheel drive. One important difference, however, was that where the Jeep used a transfer case that offered low range, the BJ didn't need a low range, thanks to the torque of its engine and a transmission with a low 5.53:1 first-gear ratio.



As proof of the BJ's ability to cover challenging ground, in July of 1951 a BJ piloted by Toyota test driver Ichiro Taira negotiated the trail up Japan's 12,388-foot-high Mt. Fuji all the way to Checkpoint six (there were, and still are, 10 checkpoints on the trail to the top of Mt. Fuji), further up the mountain than any motor vehicle ever had gone. Observers from Japan's National Police Agency liked what they saw. They placed an order for a fleet of BJ's. Government forestry and utility agencies took notice and filed their own orders. Eventually 1,300 were built.

It was an important and successful first step, but there was another to come. The vehicle's BJ designation just didn't have much poetry. After seeing the vehicle cruise over the roughest ground they could throw at it, in 1954 company officials came up with a much more musical and fitting name: Land Cruiser.

By now Toyota had developed a company motto that could easily be adopted today. It was, "Good thinking, good products."

Part of that good thinking of course resulted in the Land Cruiser, and more of it was evident when company officials decided to begin exporting the vehicle as the Land Cruiser 20 Series, a basic 4x4 with neither top nor doors. Early recipients of 20 Series vehicles were Brazil and Saudi Arabia, which were as ready for the Land Cruiser as it was for them. Its toughness and go-anywhere capabilities immediately were adopted, and the Land Cruiser began developing its reputation.

In 1955 development of the BJ concept led to the BJ25, which featured a metal top and doors, along with roll-down door windows. Amazingly, air conditioning also was available. These attempts to bring a bit of civility to the BJ signaled that Toyota had in mind larger markets than those represented by Japan's National Police or public agencies in other countries. It intended to

penetrate the civilian market. And not just with this vehicle. According to the tenets of "The Land Cruiser Strategy," the Land Cruiser was much more than merely another vehicle to be sold. It was the point vehicle that established a base in each new country into which Toyota moved so that the Land Cruiser could be followed by Toyota passenger cars.

Meanwhile the old B-series engine was being phased out of production. Its replacement was the F-type engine, a 3.8L (231.9 c.i.) 105 hp overhead-valve six-cylinder gas unit. Use of that engine, starting in 1955, created the FJ25. For a time, both BJ25s and FJ25s were produced, but with the end of B-series engine production, production of BJ25s came to a close. Much of what the world knows about Land Cruisers came from the 20 Series as it was developed into an impressive variety of types designed to fit the needs of each country into which it was imported. There were the standard hardtop models, of course, but also pickups, station wagons, with long and short wheelbases, with two doors and with four.

Land Cruisers quickly found their way to Venezuela, Malaysia, Kuwait, Jordan, Dubai and Australia, where they were ideally suited to challenging driving conditions in those countries. Finally, in 1958, Land Cruiser came to the United States. Just one unit was sold in that first year.

That was about to change. In 1958 Land Cruisers were known by the model-name FJ28V. But model-year 1960 brought engineering and styling changes that heralded the birth of an icon. That's when the 20 Series took an evolutionary step into the 40-series. The familiar fold-down windshield, solid axles and sturdy leaf springs of the 25-series remained. But design revision provided the FJ40 with its now-familiar flat, white top, angular lines, wrap-around rear windows and fold-out rear doors, short overhangs, a horsepower boost to 125, a three-speed transmission and the introduction of a two-speed transfer case. The change worked, especially here in the U.S. From 1961 to 1965, the FJ40 was Toyota's best-selling vehicle.

Early experience in developing countries amply illustrated the FJ40's suitability as an exploration/expedition vehicle. Only one thing needed improvement: There wasn't enough space in which to haul the fuel and supplies needed for long trips - this notwithstanding the presence of the FJ45V, a long, four-door version of the basic FJ40, which was built alongside the FJ40. So in 1967, responding to calls for a Land Cruiser with more comfort, more capability and more cargo capacity, the FJ45V was replaced with the four-door Land Cruiser 55 Series.

The 55 Series was a development of the 40 Series, using hardware lifted from the 40 Series. But it rolled upon a wheelbase that was lengthened by 16 inches. To satisfy those looking for more comfort than available from the 40 Series' utilitarian interior, the 55 Series offered a padded dash, a fold-down rear seat and seating for six.

The payoff came in production and sales numbers that nobody - at least nobody outside Toyota - could have predicted. By 1968, Toyota had built and sold 100,000 Land Cruisers. Demand for them was so great that assembly was done in a number of countries outside of Japan, including Brazil and Pakistan.

The early 1970s were years of development of existing Land Cruiser models. For instance, in 1975

all Land Cruisers received an enlarged 4.2L (256.3 c.i.) B-series engine and with it, a new four-speed transmission. This engine underscored the Land Cruiser's reputation for unstoppable torque, a critical element that helped provide the Land Cruiser with its ability to crawl over obstacles on challenging trails.

By now, Land Cruisers were an established part of rough-country life in the United States. For miners, ranchers and surveyors, the Land Cruiser was the vehicle of choice. In fact, in 1971 a Land Cruiser was driven the width of the United States while surveying an off-road route. By 1972, more than 200,000 Land Cruisers had been sold worldwide - and 300,000 by 1973.

There was play, or at least sport, as well as work: In 1974 a nearly stock FJ40 won the grueling Baja 1000 off-road race. Its sole modification involved its conversion for the use of propane, instead of gasoline, as fuel.

As the Land Cruiser's reputation grew, so too did the demand for it. As a result, by 1977 a half-million Land Cruisers had hit roads and trails everywhere. But time was closing in on the 40 Series, and also on the 55 Series. For all the refinement it had received over its life span, the 40 Series remained fairly Spartan. So 1983 was its final year of sales in the U.S. Production of the 55 Series ceased in 1979. Sales numbers, meanwhile, continued to reflect the popularity and success of the Land Cruiser name. By 1980, 1,000,000 had been sold.

Meanwhile, Land Cruiser four-wheel-drive technology was expanding into other Toyota lines. Most notable was the first 4x4 compact truck in the U.S., introduced by Toyota in 1979. This vehicle won not only immediate public acclaim, but also the prestigious "4WD of the Year" award from Pickup, Van & 4WD, a leading off-road magazine of the time. The compact Toyota pickup, equipped with its unbeatable 4x4 drivetrain, remained the best selling compact 4x4 in the U.S. market for the next 14 years. In 1984 the popular 4Runner, developed from the 4x4 pickup chassis, was introduced. Highlighting its Land Cruiser genetics, it was built at the Araco Corp. plant in Toyota City, Japan, the home of Land Cruiser production.

Land Cruisers, meanwhile, rolled on. The Land Cruiser 60 Series appeared in 1980 to replace the 55 Series. Production continued through 1989 and owners found that not only did this larger, more commodious Land Cruiser continue to uphold the brand's ability to cover rough ground, but that with basic maintenance, an FJ60 easily would rack up hundreds of thousands of miles.

As 60 Series sales were growing, the Land Cruiser FJ40, discontinued in the U.S. in 1979, was coming to the end of its road in the rest of the world. While some segments of the worldwide 4x4 market continued to demand heavy-duty vehicles, others, especially recreational users, made it clear they wanted a vehicle that offered a bit more comfort than the 40 Series offered. Against these conflicting notions and with very little in the way of a final flourish, Land Cruiser 40 Series production ceased in late 1984. The trusty old 40 Series immediately was replaced by the much more modern 70 Series, production of which continues.

The basic Land Cruiser 70 Series had the two doors, solid axles and leaf springs of the 40 Series, and it was engineered to be just as tough and durable as the 40 Series, but it received a five-

speed transmission and rode upon a 91-inch wheelbase - a four-door version received a 107-inch wheelbase. More important, its interior was much more commodious than that of the 40 Series. It was built in a variety of types and styles, each specific to its market and the needs of its buyers.

The 60 Series wagon, meanwhile, underwent a complete makeover in 1989. It became the 80 Series. This happened after company product planners noticed the 60 Series increasingly was being used as a family vehicle. Owners wanted off-road capabilities for active family weekends, but they also wanted the comfort and practicality of a family sedan during the week.

The Land Cruiser 80 Series met those needs. With its launch in 1990, owners could enjoy a comfortable ride, thanks to coil springs up front, as well as to leather-trim seats, air conditioning, entertainment systems and mobile communications. Safety also became more important with the adoption of airbags and ABS braking systems.

Clearly, Toyota was doing something right: By 1990, it had sold 2 million Land Cruisers worldwide.

In 1993, the 80 Series Land Cruiser was upgraded with a 24-valve, DOHC inline six-cylinder engine displacing 4.5L (274.6 c.i.). This engine produced 212 horsepower and 275 pound-feet of torque, and was more than capable of pulling Land Cruiser's 5,153 pounds of curb weight. The 80 Series Land Cruiser, with its smooth ride and comfortable interior, seemed a long way from the FJ40 paradigm. But when pointed down a rough trail, it displayed the same competence and reliability that helped the FJ40 cement the Land Cruiser name into the public consciousness.

For the 1996 model year, Toyota launched a third Land Cruiser line, to be sold alongside the 70 and 80 Series Land Cruisers. This was the Land Cruiser 90 Series, also known as the Prado. The 90 Series was an evolutionary branch of the 70 Series. It therefore offered Land Cruiser's legendary capabilities, both on the highway and off the road. But it was enhanced by independent front suspension and coil springs in place of the solid front axle and leaf springs that had provided suspension for so long. It also offered available fulltime four-wheel drive with a locking center differential, a four-speed automatic transmission, stability control and traction control. The appeal of the Prado/90 Series was so great, and the demand so intense, that following its introduction, the Tahara plant, in which it was built, operated 24 hours a day for six months straight.

It was this line that in 2002 was developed into the Land Cruiser 120 Series, which includes the current 4Runner and Lexus GX470, which are not marketed in the U.S. as Land Cruisers, but which share and benefit from Land Cruiser philosophy and four-wheel-drive technology. And, in an interesting bit of family planning, the 120 Series provides the foundation of the FJ Cruiser.

Beginning in 1998 the luxurious Land Cruiser 100 Series replaced the 80 Series. It was larger, structurally more solid and substantially more powerful than its predecessor. It featured the first V8 engine in a Toyota vehicle, a 4.7L (286.8 c.i.), 32-valve DOHC producing 235 hp. For the 2006 model year, that figure reached 275 hp. Plush though it may be, the 100 Series retains its Land

Cruiser credentials. For instance, it still has 80 percent of its torque available at 1,100 rpm, and it still has the steep approach and departure angles required for rough-country travel. But it also has high-tech touches like stability control, anti-lock brakes and automatic vehicle height adjustment.

So there they are - the roots and branches of the Toyota Land Cruiser family tree. The tree developed an amazing variety of branches, and each branch was fruitful. It bore that original BJ and a long line of descendants that include not only the fabled FJ40 and every Toyota 4x4 pickup, but also a well-developed line of capable, comfortable Land Cruisers and their upscale Lexus 4x4 siblings - and, finally, the new 2007 FJ Cruiser, a vehicle that carries within it the technological DNA of that first Land Cruiser.

TOYOTA LAND CRUISER TIMELINE

1935 - Toyoda initiates manufacturer of trucks with the G1
1937 - Toyota Motor Co. founded from its roots in Toyoda Automatic Loom Works
1939 - G1 becomes the GB, with 75-hp Type B engine
1950 - Development begins on 4x4 AK10 utility vehicle using the Type B engine
1951 - BJ sold to Japan's National Police Agency
1953 - Large-scale BJ production begins
1954 - BJ named Land Cruiser
1955 - F-Series 3.8L Six adopted, FJ25 introduced
1955 - BJ discontinued
1958 - Land Cruiser introduced to the U.S. in September
1960 - 40 Series introduced, replaces 20 Series
1961-1965 - Land Cruiser 40 Series is the best-selling Toyota in the U.S.
1967 - 55 Series station wagon introduced
1968 - 100,000th Land Cruiser sold
1972 - 200,000th Land Cruiser sold
1973 - 300,000th Land Cruiser sold
1975 - 4.2L engine, four-speed transmission introduced
1979 - 55 Series production ends
1980 - 60 Series, second-generation wagon, introduced
1980 - Millionth Land Cruiser sold
1983 - Final year of 40 Series sales in the U.S.
1984 - 40 Series production ends
1984 - 70 Series introduced
1989 - 60 Series production ends
1990 - 2-millionth Land Cruiser sold
1990 - 80 Series, third-generation wagon, introduced
1991 - Full-time four-wheel drive introduced
1993 - 4.5L DOHC six-cylinder engine introduced
1993 - 90 Series introduced
1997 - 80 Series production ends
1998 - 100 Series, fourth-generation wagon, introduced
1998 - 4.7L i-Force V8 introduced
2002 - 120 Series (current Prado, Lexus GX 470) introduced
2003 - 4-millionth Land Cruiser sold
2007 - FJ Cruiser introduced