

TOYOTA CELICA ST
Not just another economy car.

TOYOTA
See how much car your money can buy.

Toyota Motor Sales, U.S.A., Inc., 2055 West 190th Street, Torrance, California 90504

1/7901 200 U.S.A.
EAJ9 6A-3140 D-770

0001-0400

TOYOTA CELICA ST
Not just another beautiful body.

FRANK SMITH TOYOTA
116 South E.
McAllen, Texas 78501
Ph. 686-3767



It doesn't look like any other Toyota.



One quick glance tells you that. Racing stripes. Hood vents. Radial tires.

And one ride will tell you even more. Four coils. A MacPherson strut front suspension. Variable ratio steering. Anti-sway bar. Power front disc brakes.

And its 1968cc single overhead cam engine doesn't gulp gas. Or skyrocket your insurance premiums.

So don't be surprised if you go out for a sports car and come back with a Toyota.

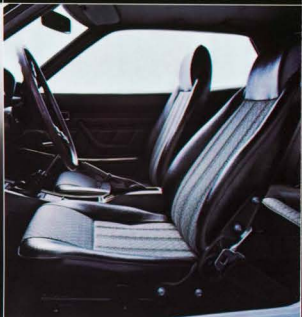
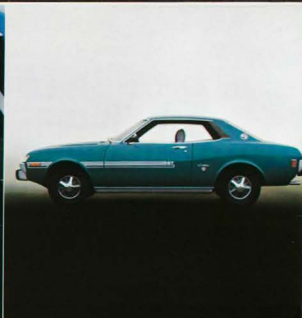
It's as smart inside as it is outside.



Celica ST looks like what you'd expect a specialty car to look like.

And it feels like what you'd expect a specialty car to feel like. Reclining bucket seats up front. Contoured seats in back. Loop-pile nylon carpeting on the floors. Padding on the instrument panel. Armrests. And doors.

Take a closer look.
It gets better.





**It was designed
beautifully.
To function
practically.**

The panel and console have more than just looks. They deliver information quickly. Completely.

Fuel. Oil pressure. Engine temperature. Speed. Engine rpm. Mileage. Mileage covered. Amperes. Even the time.

All set in a glare-resistant panel. All mounted on simulated walnut. All slanted towards the driver.

All controls are easy to reach. Strategically placed. And illuminated.

You're in total control. As you should be. And you know everything you should know. When you want to know it.

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Optional:
Automatic transmission, stereo tape deck
with FM cartridge and air conditioning.

With the good sense to offer all these features as standard.

Celica ST is made in the factory. Not the showroom. So what you get is built in. Not added on.

Manufacturer's suggested retail price includes virtually everything from radial tires to AM radio. Standard. At no extra cost.



Tachometer. Speedometer. Odometer. Resettable trip odometer.



Functional hood vents.



Vinyl covered door trim, padded armrests and safety light.



Gas cap. Electric rear window defogger.



Fuel, temperature, oil pressure and ammeter gauges. All slanted towards the driver.



Locking glove compartment. Parcel trap.



Electric clock with sweep second hand.



Power-boosted fan-thru ventilation. Heater/defroster with 3-speed blower. AM radio with fingertip on-off button.



Bucket styled contoured rear seats.



Racing stripe. Radial tires. Mag-style wheel covers. Impact-absorbing bumper.



Bucket seats swing forward for easy rear entrance.



Lined trunk with recessed spare tire. Tool kit. Touch-up paint.

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And only a few as optional.

The only factory installed options we offer are these. If everyone wanted them, they'd be standard. But some people don't. So the choice is yours.



3-speed automatic transmission. Air conditioning with 3-speed blower.



8-track stereo tape system. FM stereo cartridge tuner for use with 8-track stereo tape system.

It works as beautifully as it looks.

There are lots of reasons why the Celica handles like a specialty car.

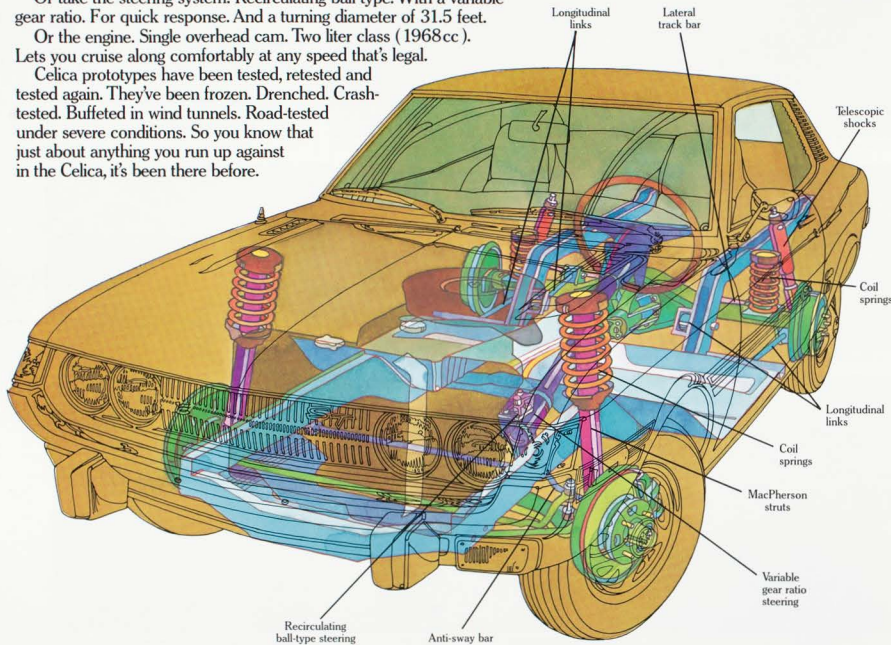
Take the suspension system for one. Coil springs and telescopic shocks at each wheel. Up front, MacPherson struts, an anti-sway bar. And in back, four longitudinal links and a lateral track bar.

Or take the steering system. Recirculating ball type. With a variable gear ratio. For quick response. And a turning diameter of 31.5 feet.

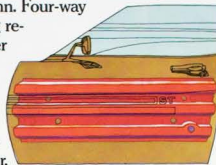
Or the engine. Single overhead cam. Two liter class (1968 cc). Lets you cruise along comfortably at any speed that's legal.

Celica prototypes have been tested, retested and tested again. They've been frozen. Drenched. Crashed. Tested. Buffeted in wind tunnels. Road-tested under severe conditions. So you know that just about anything you run up against in the Celica, it's been there before.

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And every Celica sold in this country meets all U.S. safety standards. Side doors are reinforced for added protection against side impact. The bumpers are energy-absorbing. There's a locking steering column. Four-way hazard warning signals. Locking retractable seat belts with shoulder straps. A buzzer that tells you haven't taken the keys from the ignition switch.



And we've even added a few safety features of our own. Like an electric rear window defogger. Tinted windows. A light that tells you your parking brake is on.

There are lots of places where you can get your Celica serviced. Over 900 dealers with complete parts departments. In all 50 states. There are ten regional service schools available for the training of Toyota service people. And just this year, Toyota has introduced a six-month or 6000-mile normal maintenance interval. That's one of the longest maintenance intervals in the industry.

The Toyota policy of continual improvement in design and manufacture requires that models, specifications, equipment and price be subject to change without notice.



Specifications:

ENGINE:
Type: 4-cyl. in-line, SOHC
Displacement: 1968cc
Compression ratio: 8.5:1
Horsepower: 97 hp at 5500 rpm (SAE net)
Torque: 106 lb-ft at 3600 rpm (SAE net)
Carburetor: Downdraft 2-barrel, automatic choke

ELECTRICAL SYSTEM:
Battery: 12 volt, 60 amp/hr

TRANSMISSION:
Manual: 4-speed synchromesh
Ratios: 3.579 (1st)
2.081 (2nd)
1.397 (3rd)
1.000 (4th)
4.399 (Reverse)

Automatic: 3-speed
Ratios: 2.409 (1st)
1.479 (2nd)
1.000 (3rd)
1.929 (Reverse)

REAR AXLE:
Ratio: 3.700 (4-speed)
3.900 (automatic)

SUSPENSION:
Type: Front: MacPherson struts, coil springs, anti-sway bar
Rear: 4-link with lateral track bar, coil springs

STEERING:
Type: Recirculating ball, variable ratio
Turning diameter: 31.5 ft.

BRAKES:
Type: Power front disc, rear drum
Diameter: Front disc: 9.1 in.
Rear drum: 9.0 in.

TIRES:
Type: Radial ply
Size: R65 SR x 13

DIMENSIONS AND WEIGHT:
Wheelbase: 95.5 in.
Overall length: 168.2 in.
Overall width: 63.0 in.
Overall height: 51.6 in.
Curb weight: 2324 lbs.

CAPACITIES:
Fuel tank: 13.2 gal.
Oil: 4.5 qts.
Cooling system: 8.3 qts.

CHASSIS/BODY:
Unit construction



SPECIFICATIONS

Engine:

Type: 4-cyl. in-line, SOHC, 5-main bearings
Displacement: 120.1 cubic inches
Compression Ratio: 8.5:1
Horsepower: 97 hp at 5500 rpm (SAE net)
Torque: 106 ft.-lb at 3600 rpm (SAE net)
Carburetor: Downdraft 2-barrel, automatic choke

Electrical System:

Battery: 12 volt, 60 amp hr.

Transmission:

Manual: 4-speed all synchromesh

Rear Axle:

Ratio: 3.700 (manual transmission),
3.900 (automatic transmission).

Suspension:

Type: Front: MacPherson strut, coil springs,
anti-sway bar

Rear: 4-link with lateral track bar, coil springs

Steering:

Type: Recirculating ball, variable ratio
Turning Diameter: 31.5 feet

Brakes:

Type: Power assisted, front disc, rear drum
Diameter: Front Disc: 9.0 inches
(7.2 in., effective dia.)
Rear Drum: 9.0 inches



Over 900 Toyota dealers are located coast-to-coast for fast, dependable service. Ten regional service schools are available for the training of their service people. As for parts, nine computerized parts depots are strategically located to supply the nation-wide network of dealer service departments. All this, so that wherever you are... wherever you're going... your Toyota will always be at home.

TOYOTA
We're quality oriented

Tires:

Type: Radial ply
Size: 165 SR x 13

Dimensions, Weight and Capacities:

Wheelbase: 95.5 inches
Overall length: 168.0 inches
Overall width: 63.0 inches
Overall height: 51.6 inches
Curb weight: 2324 lbs. (manual trans.)
2365 lbs. (automatic trans.)

Fuel tank capacity: 13.0 gal.

Oil capacity: 5.6 qts.

Cooling system capacity: 8.3 qts.

Chassis/Body:

Unit Construction

The Toyota policy of continual improvement in design and manufacture requires that models, specifications, equipment and price be subject to change without notice.



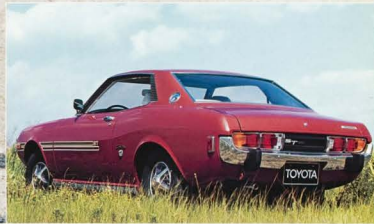
TOYOTA CELICA ST



It doesn't look like everyone else's car.
It doesn't even look like everyone else's Toyota.

How can we tell you this is an economy car when it looks so much like a sports car? Radial tires. Rally stripes. Hood vents. And it certainly handles like a sports car. So what we've got

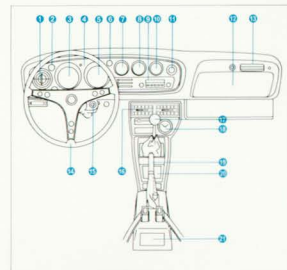
here is a very different combination of class, looks, style, and economical operation. The Toyota Celica ST is our independent streak. At a price that won't run away with you.





The inside looks like you expect it to look. Sporty.

The sleek Celica is no mere facade. When you take the controls, you know it. A padded dash mounts a glare reducing instrument panel with most everything you want already built in. An 8000rpm tachometer that's red-lined at 6300rpm. Speedometer with resettable trip odometer. Gauges for fuel, temperature, oil pressure and an ammeter. All framed by paneling grained with the look of mellowed wood to match the steering wheel and trim on the console. Standard transmission is a slick short-throw 4-speed. If you'd rather have automatic, the Celica offers you that option. Either way, you're in an environment that makes an adventure out of the dullist trip.



- Ventilation louver
- Headlight switch
- Tachometer
- Simulated wood-grain dash
- Speedometer with resettable trip odometer
- 2-speed windshield wipers and washer
- Fuel gauge
- Temperature gauge
- Standard AM radio/heater-defroster controls
- Oil pressure gauge/Ammeter
- Cigarette lighter
- Glove box
- Ventilator louver
- Simulated wood grain steering wheel
- Steering column lock/ignition switch
- Optional air conditioner
- 4-speed synchromesh transmission (or optional automatic)
- Electric clock
- Parking brake
- Console storage tray
- Ash tray



You see how good it looks.
Now find out how good it feels.

The Celica seats in front and rear are contoured to hold you in easy comfort on the longest trips. Up front, the bucket seats recline at 18 different angles, move forward or backward for convenient entry, and allow plenty of leg space for almost any body. Nylon carpeting, wall to wall. Tinted glass all around. Door mounted arm rests. Ash trays, front and rear. Seat/shoulder belts and all other government required safety equipment.



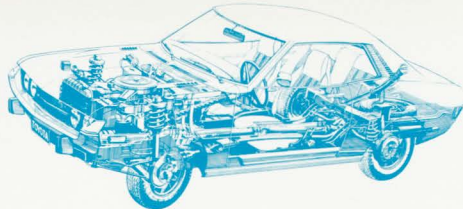
Celica ST standard 4-speed all-synchromesh transmission.



Celica ST optional automatic transmission.

You can't go by looks alone.

The Celica ST doesn't. Its 2 litre SOHC engine can use low lead gasoline and powers the Celica to some very smart speeds. The engine has five main bearings. Forward, there's an independent coil suspension system consisting of MacPherson struts, telescopic shocks and an anti-sway bar



to help reduce body roll when cornering. In back, there's a rear suspension system with four longitudinal links and a lateral

track bar, plus coil springs and telescopic shocks. The Celica's recirculating-ball type steering and variable gear ratio delivers immediate response and allows

the Celica to turn a circle only 31.5 feet in diameter. Unit construction helps cut down the rattle factor. Power brakes with front discs. Put all this together with a smooth 4-speed all synchromesh transmission and that's Toyota's answer to anyone who says looks aren't everything.



The Celica has a lot of standards, not a lot of options.

(1) The push button AM radio is standard. So is the defogger. (2) The flo-thru ventilation system is standard, and (3) so is the heater. (4) An 8-track stereo tape deck. (5) air conditioning and automatic transmission are about the only options. (6) Radial ply tires are standard. So are the sporty wheel covers. (7) Seat pockets are standard and (8) so is the electric

rear window defogger and (9) the vinyl lined trunk. The Celica standard list rambles on with more great things like an electric clock with a sweep second hand. Emergency light. Tool kit. Touch up paint. All the way, including rally stripes and hood vents.