

QUALITY
YOU ASKED FOR IT. YOU GOT IT.
TOYOTA

ADVANCE COPY
Not for Public Distribution.

TOYOTA

THE 1977
CELICAS



TOM BURKE ASKED FOR A SPORTY PERFORMANCE CAR HE'D BE SATISFIED WITH. A CAR TO TAKE CAROL OUT ON THE TOWN AND ONE TO TAKE DIANE CAMPING.

Being a car buff, Tom was impressed right off the bat with all the quality performance features built right in the Liftback.

The standard 5-speed overdrive transmission combined with a gutsy 2.2 liter overhead cam engine that delivers great gas mileage* and reduced engine wear. The extra wide steel-belted radial tires mounted on sporty styled steel wheels with chrome trim rings. The dual racing mirrors. Power front disc brakes that resist fading. And MacPherson strut front suspension that absorbs jolts and provides the Liftback with exceptional road and corner-hugging stability.

And Tom's Celica GT Liftback turned out to be just as versatile as his lifestyle.

When he takes Carol out on weeknights, she loves being seen at the best places in the Liftback's sporty styling and the feeling she gets sitting in the fully reclining HI-back bucket seats surrounded by the sport styled interior.

The cockpit-type dash and full console. The instrument panel, trimmed in a vinyl reproduction of rich-looking woodgrain, with its 8,000 RPM electric tachometer, electric clock and separate fuel and water temperature gauges. The AM/FM stereo radio. Steering column-mounted light and wiper controls. Plus a long list of other extras Tom didn't have to pay extra for.

Come weekends, Tom is off with Diane to the country or the lake. The Liftback's rear seat folds down flat at the pull of a handy seat-back release to reveal a spacious cargo area. With more than enough room to carry a good sized tent, stove, cooking utensils, and just about anything else.

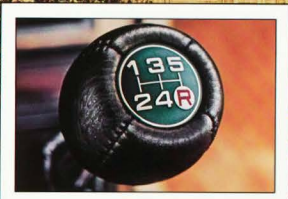
And loading and unloading all that gear is easy. Diane can flip the wide-opening rear hatch up and out of the way with just one hand.

Tom's been one happy guy since he got his new Liftback. But he's still got one problem. Tom's not sure what the girls like more. Him or his Celica.

*See EPA mileage figures on specification page.



A multifunction dashboard features a tachometer, fuel gauge, speedometer, and odometer. The instrument panel is trimmed in vinyl with simulated woodgrain. Highlights include Liftback's stereo.



A standard 5-speed overdrive transmission makes the Liftback fun to drive and helps to increase gas mileage and reduce engine wear when driving in fifth gear.



A mountain of cargo can be carried simply by dropping the Liftback's handy fold-down rear seat. Access is easy too, through the wide-opening rear door.



**PAUL MYERS ASKED FOR
A FLASHY 5-SPEED GT
THAT COULD IMPRESS
HIS MIXED DOUBLES PARTNER AND
GET GOOD GAS MILEAGE,* TOO.
HIS FRIENDS AT THE CLUB
AGREED — CHERYL AND PAUL'S NEW
CELICA HAD NO FAULTS.**

Taking Cheryl to the tennis club has been a lot more fun since Paul got a Celica GT Hardtop.

The Celica GT Hardtop comes with a standard 5-speed overdrive transmission that Paul finds fun to drive. It also helps increase gas mileage and reduce engine wear when driving in fifth gear. For even more economy, the GT Hardtop's power-packed 2.2 liter overhead valve engine pinches pennies down at the gas pump, too.

But Paul saved more than gas when he got his new Celica. The GT Hardtop comes with all the extras that make it fun to drive, at no extra cost.

An AM / FM stereo radio. Comfortable, reclining Hi-back front bucket seats. Plush cut pile wall-to-wall carpeting. A 4-spoke, leather-wrapped steering wheel. A handsome cockpit-type dash and full console with an instrument panel trimmed in rich-looking simulated woodgrain that includes an electric tachometer, electric clock and separate fuel and water temperature gauges.

But one short ride is what showed Paul's friends what the GT Hardtop is really all about. Performance. It comes in the form of quality standard features found on all Celicas.

Rugged steel-belted radial tires. Styled steel wheels with chrome trim rings. Fade-resisting, power front disc brakes for smooth stops. Plus MacPherson strut front suspension for excellent handling. And much more. Like a solid, unitized body, with welds instead of nuts and bolts, to virtually eliminate bothersome squeaks and rattles.

After Paul showed his friends at the club how his Celica GT Hardtop performed, they all agreed he couldn't have picked a better partner.

Except maybe for Cheryl.

*See EPA mileage figures on specification page.



Celica GT Hardtop



MacPherson strut front suspension and steel-belted radial tires help to provide excellent road and load-carrying handling.



Celica's 2.2 liter overhead valve engine was specifically designed to give you a wide power and torque range, and good gas mileage.



All Celicas have comfortable reclining Hi-back front bucket seats that adjust to 130 different positions.



**CHRISTY THOMAS ASKED FOR
A SMART LOOKING CAR
WITH ALL THE FEATURES
SHE WANTED BUT DIDN'T WANT
TO PAY EXTRA FOR.**

Even though Christy's Celica ST Hardtop is the lowest priced Celica, it makes going out with the gang something extra special.

Because it comes standard equipped with all the features she wanted included in the base sticker price.

Comfortable, reclining Hi-back front bucket seats. An AM/FM radio. Luxurious cut pile wall-to-wall carpeting. Power boosted Flo-Thru ventilation. Eye-saving tinted glass. A handy electric rear window defogger. Plus lots of other extras at no extra cost.

Christy's ST has room for four and everyone just loves its sporty looks. Inside and out. The handsome instrument panel trimmed in rich-looking simulated wood-grain includes an electric tachometer, electric clock and separate fuel and water temperature gauges.

Outside, to go along with its sleek action lines, sporty styled steel wheels help give the ST even more of a race car look.

And its got all the great Celica performance features built right in.

The boy friends pointed out to Christy that the ST's big, reliable 2.2 liter overhead cam engine and standard 4-speed manual transmission will combine to provide her with continued savings on gas mileage* (An optional 5-speed automatic is also available.) The power front disc brakes will resist fading and bring her to sure stops. The rugged steel-belted radial tires will give her thousands of miles of sure-footed driving pleasure.

MacPherson strut front suspension will smooth out the roughest roads and provide her with exceptional control. And the ST's tough unitized body construction, with welds instead of nuts and bolts, will keep Christy and her ST on the road together for a long, long time.

Christy and the whole gang agree, saving was never more fun than with the Celica ST Hardtop.

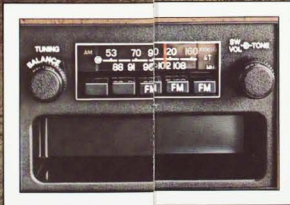
*See EPA mileage figures on specification page.



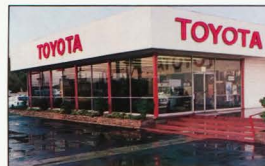
Celica ST Hardtop



Power front disc brakes are standard on all Celicas.



AM/FM radio pleases the ear and the pocket book, too. It's standard equipment on the Celica ST Hardtop.



**WHEN YOU'RE LOOKING FOR
QUALITY PARTS AND SERVICE,
LOOK TO YOUR NEARBY
TOYOTA DEALER.**

Now that you've gone ahead and made the decision to buy a Toyota car or truck, you'll find that parts and service are two things you're going to need very little of.

But when you do need that occasional regular servicing for your Toyota, you'll find the best place to go is your local Toyota dealership.

QUALITY SERVICE DEPARTMENTS

It won't be difficult to find a Toyota service department. There are more than 1000 Toyota dealers spread out all across the country. They make up the Toyota network of quality service departments.

You'll find that Toyota operates its parts and service network with the same care and pride that builds their cars. Which means you can expect quality treatment through and through. Next time you visit your local Toyota dealership, take special notice of the parts and service department. You'll find them highly-equipped and efficiently run.

For example, each Toyota service department maintains an amazing assortment of tools. Many were designed specifically for work on Toyota cars and trucks, to get a job done right and save time, too. Efficiency like that helps to save time and money.

QUALITY SERVICE TECHNICIANS

There are over 4000 of them in all. Most were professional automobile mechanics for many years elsewhere before ever coming to Toyota.

Since then, they've become Toyota service technicians, specially schooled and trained in the finer aspects of Toyota service techniques.

Many didn't stop there though. Toyota encouraged them to go on to achieve certification by the National Institute for Automotive Service Excellence (NIASE) a national organization of professionals whose sole purpose is to properly test and qualify service technicians in every phase of automotive technology.

Toyota service technicians go on learning, too, every time a new design or feature is introduced into the Toyota lineup. And even after they've been on the job for many years. Which all adds up to one thing. Expect only service technicians of the highest caliber to perform work on your car when you take it into a Toyota service department.

QUALITY PARTS

Toyota dealers stock all normal service parts for Toyota cars and trucks. And if for some reason he doesn't have a part, he can get it fast.

There are nine Toyota parts warehousing facilities spread out all across the country. And with the help of a computerized system, parts from all warehouses are tied into a master depot. It allows for a complete dealer inventory of parts to be available to Toyota owners at all times.

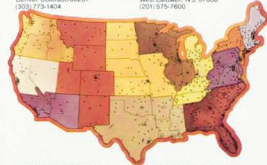
QUALITY CUSTOMER RELATIONS

One more thing. Toyota has been saying "You asked for it. You got it," for some time now. Well, now we're making it even easier to ask. If you have a suggestion or a problem, see your local Toyota dealer about it. We insist. Or write or call us at one of the twelve customer relations offices listed below. We'll do our best to see you get a prompt reply.

Good cars that are easy to service. And good service that's easy to find. You asked for it. You got it. Toyota.

TOYOTA REGIONAL CUSTOMER RELATIONS OFFICES

- | | |
|--|---|
| CHICAGO REGIONAL OFFICE
505 Kerkira Blvd.
Crest Brook, Illinois 60387
(312) 688-8100 | MID ATLANTIC TOYOTA DIST., INC.
2000 Building
3030 Beech Branch Road
P.O. Box 811
Columbia, Maryland 21043
(301) 230-1800 |
| CINCINNATI REGIONAL OFFICE
9021 Princeton Pike
Cincinnati, Ohio 45246
(513) 614-4400 | NEW ENGLAND TOYOTA DIST., INC.
30 Toyota Avenue
Woburn, Massachusetts 01801
(617) 831-8600 |
| DENVER REGIONAL OFFICE
Toyota Motor Distributors, Inc.
Suite 200, 2600 S. Wadsworth
Denver, Colorado 80227
(303) 773-1424 | NEW YORK REGIONAL OFFICE
Toyota Motor Distributors, Inc.
140 Westchester Drive
White Plains, New York 10606
(914) 376-1600 |

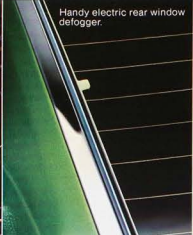


- | | |
|---|---|
| GULF STATES TOYOTA, INC.
6200 Highway Avenue
Houston, Texas 77036
(713) 779-2381 | PORTLAND REGIONAL OFFICE
1000 Commercial Blvd.
Portland, Oregon 97229
(503) 253-8400 |
| KANSAS CITY REGIONAL OFFICE
1935 West 93rd Terrace
P.O. Box 940
Lenexa, Kansas 66215
(913) 688-0200 | SAN FRANCISCO REGIONAL OFFICE
Toyota Motor Distributors, Inc.
6500 Divisadero Blvd.
South San Francisco, Ca 94080
(415) 871-8640 |
| LOS ANGELES REGIONAL OFFICE
Toyota Motor Distributors, Inc.
18660 MacArthur Blvd., Suite 200
Irvine, California 92714
(714) 833-8723 | SOUTHEAST TOYOTA DIST., INC.
1750 Westwood Lane
P.O. Box 5287
Jacksonville, Fla. 32206
(304) 946-2200 |

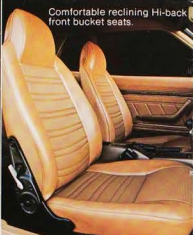
WHAT YOU'D EXPECT FROM A QUALITY CAR YOU GET WITH CELICA.



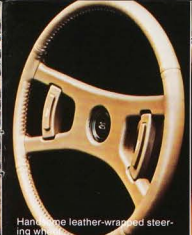
Durable 2219cc single overhead cam engine.



Handy electric rear window defogger.



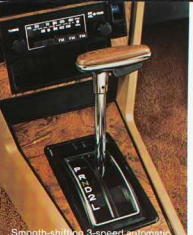
Comfortable reclining Hi-back front bucket seats.



Handy, gripe leather-wrapped steering wheel.



Simulated woodgrain instrument panel and full console.



Smooth-shifting 3-speed automatic.

EXTRAS YOU MIGHT NOT EXPECT.



Power-boosted Flo-thru ventilation.



Face-resistant power front disc brakes.



Electric tuning fork rally clock.



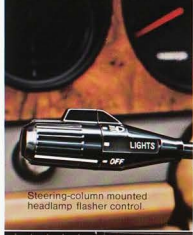
A solid, welded, unitized body.



Road-gripping steel-belted radial tires.



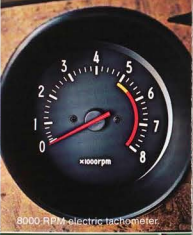
Factory air conditioning.



Steering-column mounted headlamp flasher control.



Sporty styled steel wheels.



6000 RPM electric tachometer.



Transistorized ignition for efficient starting.



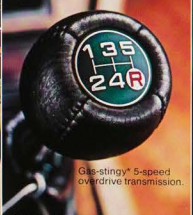
Cupsize wall-to-wall carpeting.



8-track tape deck.



AM/FM/MPX stereo radio.



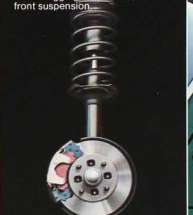
Grip-string* 5-speed overdrive transmission.



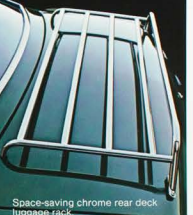
Racing GT stripes.



Dual outside rear view mirrors.



Road-hugging MacPherson strut front suspension.



Space-saving chrome rear deck luggage rack.

	GT Liftback	GT Hardtop	ST Hardtop
2.2 Liter Engine	S	S	S
5-Speed Overdrive Transmission	S	S	S
4-Speed Manual Transmission	S	S	S
3-Speed Automatic Transmission	O	O	O
MacPherson Strut Front Suspension	S	S	S
Power Front Disc Rear Drum Brakes	S	S	S
Steel Belted Radial Tires	S	S	S
Styled Steel Wheels	S	S	S
Styled Steel Wheels with Trim Rings	S	S	S
Simulated Woodgrain Steering Wheel	S	S	S
Leather-wrapped Steering Wheel	—	—	—
Hi-back Reclining Front Bucket Seats	S	S	S
Simulated Woodgrain Instrument Panel and Console	S	S	S
Halley Clock	S	S	S
AM/FM Radio	—	—	—
AM/FM Stereo Radio	S	S	S
Tachometer	S	S	S
Wall-to-Wall Cut Pile Carpeting	S	S	S
Passenger Walk-in Device	S	S	S
Knitted Vinyl Seats	S	S	S
Trunk Glass	S	S	S
Electric Rear Window Defogger	S	S	S
Resettable Tripmeter	S	S	S
Console Mounted Electro Sensor Panel	S	S	—
Dual Outside Rear View Mirrors	S	S	—
Remote Control Mirror (Driver's Side)	S	S	—
Unit Body Construction	S	S	S
Fold-down Rear Seat	S	S	—
Steering Column-mounted Headlight Wiper/Washer Lane Change and Headlight Flasher Controls	S	S	S
Inside Hood Release	S	S	S
Locking Glove Compartment	S	S	S
Day/Night Non-Glare Rear View Mirror	S	S	S
Power Boosted Flo-thru Ventilation	S	S	S
Zinc-Coated Rocker Panels	S	S	S
Transistorized Ignition	S	S	S
Brake Fluid Level Warning Light	S	S	S
Cargo Compartment Lamp	S	—	—
Racing Stripes	S	—	—
Locking Fuel Door	S	—	—
Madcap Headliner	S	—	—
Reversible Ignition and Lock Key	S	S	S

S-Standard Equipment, O-Optional Equipment, —Not Available.

OPTIONAL EQUIPMENT
Automatic Transmission - A durable, smooth-shifting 3-speed for people who don't like to shift.
Factory Air Conditioning - To keep you cool and comfortable in any summer weather from muggy warm to sweltering hot.
8-Track Stereo Tape Deck - A good companion to standard-speed Celica radios. The ultimate in personal listening pleasure.
Rear Deck Luggage Rack - A real space-saver. Made of rust-resisting chrome.

Additional Options and Accessories
 Color edge guards • Floor mats • 8-track tape player • Rocker panel stripes • Rear deck rack • Cargo area covers • Rear window shade kit.

Standard Safety Equipment
 Energy absorbing bumpers • Padded dash and armrests • Collapsible steering column • Built-in head restraints • Steel reinforcements in doors • Break-away rear view mirror • Dual master cylinder braking system • 3-spoke wiper/washer • Brake fluid warning light • 4 way hazard lights • Full seat belts, front shoulder belts • Controlled crush front and rear body structure • Processed door handles • Side marker lights and reflectors • Backup lights • Lane change feature in directional signal • Outside rear view mirror.

1977 Celica Exterior Colors
 White • Silver Metallic • Red • Orange Metallic • Blue • Light Green Metallic • Maroon Metallic • Orange • Pure Yellow • Light Blue Metallic.

EXTERIOR DIMENSIONS (INCHES)

Wheelbase	96.3
Length	174.6 (GT Liftback, 174.4)
Width	63.8
Height	52.7 (GT Hardtop & Liftback, 51.0)
Front	51.8
Rear	51.8

INTERIOR DIMENSIONS (INCHES)

Headroom	GT Liftback	GT Hardtop	ST Hardtop
Front	38.4	36.4	36
Rear	38.6	36.9	36.6
Legroom	—	—	—
Front	37.7	37.8	37.3
Rear	33.1	34.0	34.0

CAPACITIES

Luggage (cubic feet)	6.1 (GT Liftback, 7.7)
Pass. (cubic feet)	15.3
Tire Size	ST-175SR14, GT-18570SR14

***EPA Statement:**
 EPA gas mileage figures for each Celica model are shown above. Remember EPA gas mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.

Specifications, equipment and prices are subject to change without notice. The names and situations for trade in this brochure are fictional and are not intended to represent actual persons.