

S A T I S F A C T I O N

THE TOYOTA TOUCH

The Toyota Touch is our commitment to your total satisfaction. And a simple way of saying we want your experiences with Toyota products and personnel to be the very best.

The Toyota Touch originates with quality, in the design and production of each and every new vehicle. From drawing board to final delivery—hard work, attention to detail and intense personal pride are the rules, rather than the exceptions.

The Toyota Touch is further evidenced at each dealership, where salespeople are known for their courtesy and integrity. Where Parts and



Service personnel are among the most capable and conscientious you'll find. Their many years of experience, backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service.

Considering the quality that's behind every car we sell, it's no wonder a Toyota has been rated the most trouble-free new car sold in America—for two years running.*

*1987, 1988 Toyota Corolla. Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be as satisfied tomorrow as you are today. This promise is solidly backed by a no-nonsense 36-month/36,000-mile basic new vehicle limited warranty that applies to all components other than normal wear and maintenance items. Toyota also provides both a 5-year/50,000-mile limited emission-control device warranty, as well as a 5-year/unlimited-mileage corrosion perforation warranty.

Should you have questions about Toyota vehicles, warranties or service, contact the Customer Relations Manager at your local Toyota dealer. For additional information, you may also call Toyota's Customer Assistance Center at 1-800-331-4331—Mon.-Fri., 9 a.m. to 9 p.m. EST. After all, when you make such a major commitment, you expect nothing less. And neither do we.

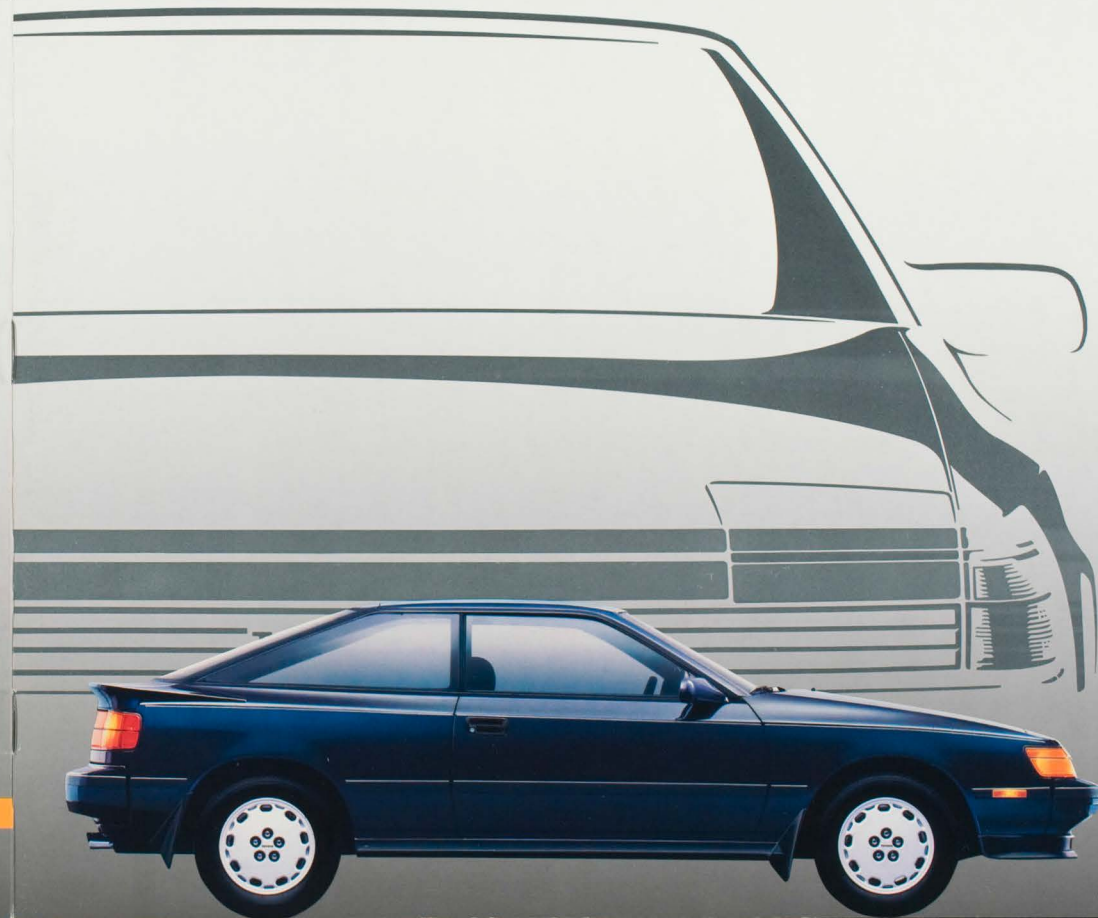
GET MORE FROM LIFE... BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

PC9-00 (9/88) 0046-8906
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TOYOTA

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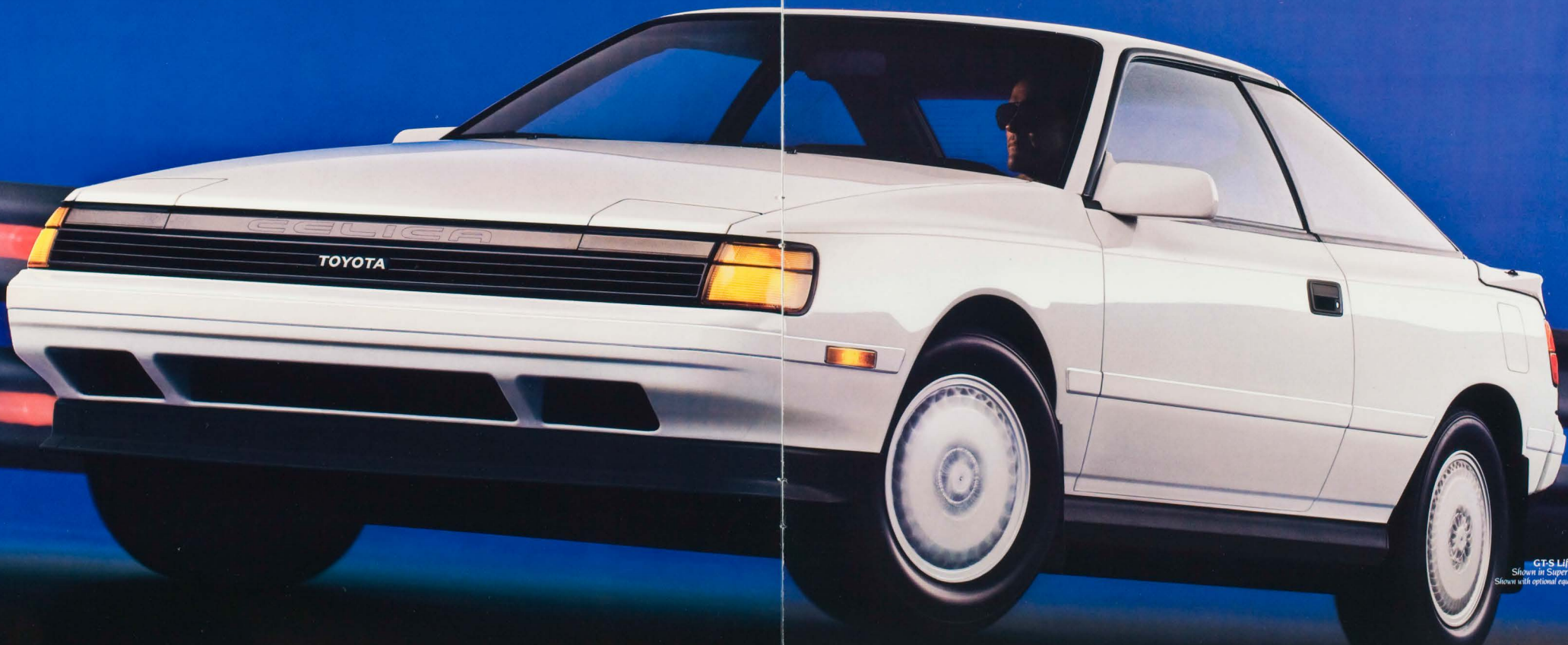


S C U L P T E D

In a white-hot streak of style that reflects its lightning-quick performance, the 1989 Toyota Celica is moving testament to a heritage of inspired, innovative, race-winning engineering. From its free-

breathing 16-valve engine to its free-flowing, wind-slick styling. In Sport Coupe, Liftback, or Convertible models. In value-packed ST, style-packed GT, or performance-packed GT-S trim. In the terrific

thrust and the tremendous grip of the exciting Celica All-Trac Turbo. In any of its forms and by anyone's measure, the 1989 Celica is both a powerful statement of style and a driving experience without equal.



GT-S Liftback shown in Super White. Shown with optional equipment.

I N T E R A C T I V E

With dramatic wraparound styling and impressive all-around performance, the GTS Sport Coupe and GTS Liftback provide exciting combinations of driving form and function.

DYNAMIC INTERACTION

Celica GTS promises an interactive, driving-glove environment: form-fitting and efficient. Slip into an interior that subtly whispers of Celica's racing heritage and the promise is fulfilled. The 8-way adjustable driver's Sport Seat closely cradles your body and provides power lumbar and lateral supports for maximum comfort and convenience. Scan the aircraft-style dash, and take control with variable-assist power steering, a telescopic, memory-tilt wheel, and full instrumentation. And take comfort on the soft, smooth, fabric upholstery with 3-point seatbelts front and rear.



*GTS Sport Coupe
Shown in Dark Blue Pearl*

SOPHISTICATED INTERIOR.

Within the GTS cockpit, features and amenities abound. Included are a full center console with padded armrest and retractable cup holder. While you enjoy Celica's superior performance, you can also enjoy the dynamic performance of its high-quality AM/FM stereo electronic-tuning radio with a responsive 4-speaker system and a power antenna. You'll gain good looks and better visibility with color-keyed outside power mirrors with built-in defoggers, and a rear window wiper/washer.* Optional is the GTS Power Package with power windows and door locks. The optional GTS Leather Trim Package adds leather seat trim, a leather-wrapped steering wheel and leather door trim, and a leather-wrapped shift lever (5-speed only) and parking brake handle.



*GTS Leather Trim Sport Seat Interior
Shown in Blue*

MOVING EXPERIENCE.

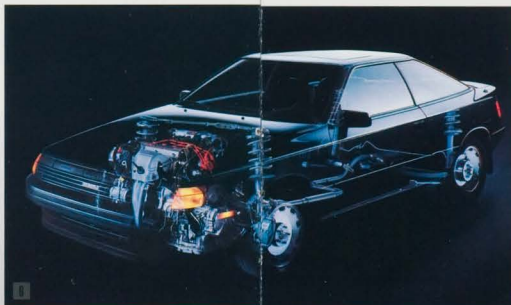
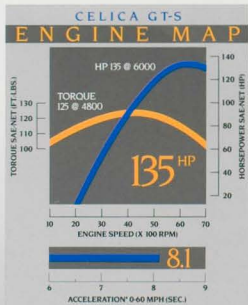
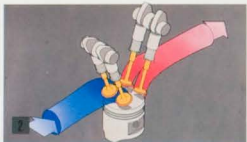
Celica's race-inspired 4-wheel independent suspension controls steel-belted radial tires on aluminum alloy wheels. Feel the thrust of a competition-bred 2.0-liter twin-cam 16-valve electronically fuel-injected engine with 135 potent horsepower.

From retractable halogen headlamps to the wraparound rear spoiler, Celica GTS offers incomparable sophistication and unequaled excitement in its style, comfort and performance.

*GTS Full Instrumentation
Shown in Blue
Shown with optional equipment*

*GTS Liftback only





1 The Celica GTS has a high-performance 135-hp 2.0-liter twin-overhead-camshaft engine with 16 valves. Its electronic fuel injection and Toyota Variable Induction System (FVIS) give the performance and efficiency that only Toyota experience can provide.

2 Four valves per cylinder and twin overhead camshafts improve the engine's breathing efficiency to give the GTS world-class sporty car performance for a truly exhilarating driving experience.

3 The GTS optional Anti-Lock Brake System (A.B.S.) uses a sophisticated computer to provide optimum braking action and enhanced control.

4 The Sport Seat cloth interior for the GTS is as attractive as it is comfortable. (Shown in Gray Cloth)

5 To match the performance of the Celica GTS, you get aggressive 205/60HR14 steel-belted radial tires on aluminum alloy rims.

6 Celica says performance from the ground up. Front MacPherson struts with offset coil springs, 4-wheel independent suspension, and gas-filled shock absorbers make it nimble.

7 To suit a variety of drivers, and to make entry and exit easier, a telescopic and memory-tilt wheel is standard equipment on GTS models.

8 The GTS offers a host of personal touches for extra convenience, such as a handy retractable dual cup holder and comfortable padded armrest on the top of the center console.

9 Celica GTS has a standard 8-way adjustable driver's Sport Seat that includes power lumbar and side bolster controls and is ergonomically designed for superior comfort.

10 Fold-down split rear seatbacks are standard on Celica GTS and provide extra carrying capacity for long items, while retaining rear passenger seating space.

11 New for 1989, the standard AM/FM stereo electronic-tuning radio with power antenna drives four full-range speakers for rich, powerful sound and enhanced driving pleasure.



Celica's superior technology has been researched and developed in the heat of competition, with successes that include the 1987 Driver's and Manufacturers Championships in the GTO Class of the prestigious International Motor Sports Association.

Shown with optional equipment.

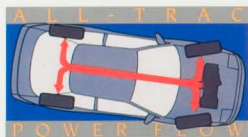
*Car and Driver, February, 1986.
For further information on features and options, see page 15.

U N L E A S H E D

Celica unleashes the cutting edge in driving performance with the exciting All-Trac Turbo. Slip into the cockpit and into a true driver's machine: a 190-hp, intercooled, turbocharged stormer with All-Trac all-wheel drive and fully independent suspension—for truly pulse-quicken performance.

ALL-TRAC TURBO POWER.

Celica's turbo powerplant raises the high in high-tech. Toyota's exciting 2.0-liter twin-cam 16-valve engine gets the hot performance of turbocharging and the cool efficiency of a liquid intercooler. Output is a healthy 190 horses from just 2.0 liters—a level usually only seen on the race course. And superior Toyota technology makes this engine's output as reliable as it is exhilarating.

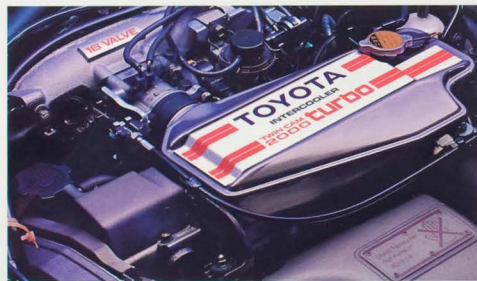


ALL-TRAC TECHNOLOGY

Celica puts turbocharged power to the pavement with All-Trac. Toyota's advanced all-wheel drive. This viscous-coupled system provides maximum traction under all conditions by smoothly directing power to all four high-performance 205/60VR14 radials. And to complement All-Trac's added grip, Toyota's optional Anti-lock Brake System (A.B.S.) uses a sophisticated computer to monitor individual wheel speeds, then adjusts braking pressure for optimum stopping—even on slippery road conditions.

ALL-TRAC STYLE.

To enhance Celica's crisp, clean, aerodynamic lines, the All-Trac model adds

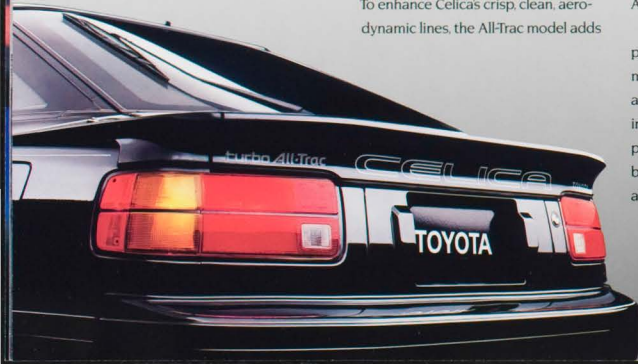


Efficient intercooled turbocharging raises All-Trac's 2.0-liter engine output to 190 horsepower.

a unique front spoiler with integrated halogen foglamps and racy side skirts. You ride in comfortable style, in an 8-way adjustable driver's Sport Seat. Variable-assist power steering and telescopic, memory-tilt wheel. Power windows, door locks, and outside mirrors. And an AM/FM stereo ETR radio with auto-reverse cassette, power antenna, and four speakers. All standard equipment.

With potent intercooled turbo power, confident All-Trac performance, optional A.B.S. stopping, advanced interior appointments, including optional compact disc player, this is a driver's machine beyond compare. Unleash yours, and get on it. Fast.

All-Trac Turbo Liftback
Shown in Black
Shown with optional equipment.



D Y N A M I C

Choose the versatile Celica GT Liftback, the spacious GT Sport Coupe, or the open-air GT Convertible. For with each Celica model, over every satisfying mile, you're rewarded with a dynamic driving adventure and a dramatic wraparound style.

SOLID PERFORMER.

Celica's advanced front-wheel drive layout delivers quick, nimble handling and smooth comfort. At your command is a reliable 20-liter twin-cam 16-valve powerplant with computer-controlled electronic fuel injection and ignition. With 115 healthy horsepower, it delivers performance that's as personally rewarding as it is fuel-efficient.* A 5-speed manual overdrive transmission is standard; a 4-speed automatic overdrive is optional.

CONVERTIBLE STYLE.

Built with the kind of features that make every Celica an exciting experience, the Celica GT Convertible



provides its own brand of exhilaration—and a level of top-down, fresh-air motoring that was never more stylish or fun. The GT Convertible's 4-way adjustable driver's seat is standard. Power operation of the luxurious Cambria cloth top is finger-touch easy, and raises in a snap.

BUILT FOR COMFORT.

Celica GT provides its driver and passengers with a long list of comforts. Within the standard soft-touch cloth interior is full carpeting, a tilt wheel with memory, full instrumentation that includes a tachometer, a speedometer with tripmeter, digital quartz clock, intermittent windshield wipers, and a



GT Interior
Shown in Black Cloth

full center console with retractable dual cupholder. The driver's seat has lumbar and bottom cushion tilt adjustments. GT Coupe's fold-down split rear seatbacks offer extra trunk room, while GT Liftbacks add a rear deck cargo cover to keep valuables out of sight. An AM/FM stereo electronic-tuning radio with power antenna is standard. Cruise control and a tilt/slide power sunroof are optional.

Whichever Celica you pick: the GT Liftback, GT Sport Coupe or GT Convertible, you get traditional Toyota quality and value in a car that reflects your personal flair with advanced, aerodynamic style and smooth, sophisticated grace.

*See mileage statement on page 15 for details.



GT Convertible (Shown in Super White)
GT Liftback (Shown at top in Amethyst Metallic)

GT Sport Coupe
Shown in Super Red
Shown with optional equipment.



S P I R I T E D



If you're looking for a sleek, sporty car that reflects your active lifestyle, the ST Sport Coupe—the most affordable Celica—sets new standards for style and economy.

EXTERIOR ATTRACTION

ST's smooth, aerodynamic contours offer striking styling. Featured are pop-up headlamps, an integrated front air dam, and for 1989, the ST is equipped with all-season steel-belted radials and full wheel covers.

INTERIOR COMFORT

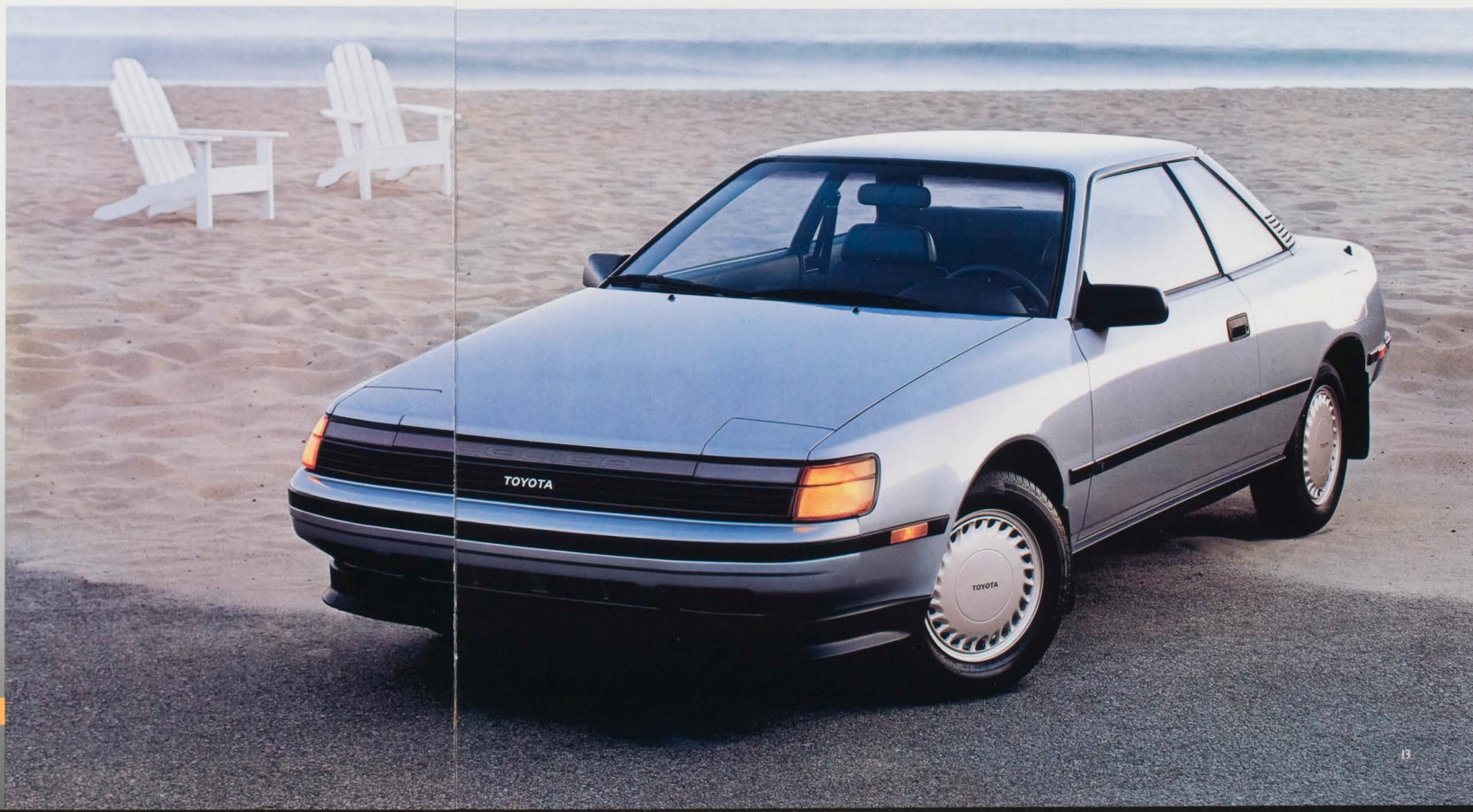
Slide into reclining front bucket seats and you're surrounded by attractive, color-coordinated fabrics and full-pile carpeting. Among the ST's many features are a center console, 3-point seatbelts, tinted glass, and rear window defogger. Full instrumentation with quartz clock is standard, as is an AM/FM stereo electronically tuned radio with four speakers.

PERFORMANCE SATISFACTION

The reliable 115-hp engine is matched to a standard 5-speed manual overdrive or optional 4-speed automatic overdrive transmission. Front-wheel drive with power steering, and fully independent suspension with gas-filled shock absorbers provide Celica ST with responsive, predictable handling and a smooth, solid ride.



*ST Sport Coupe
Shown in Ice Blue Pearl
ST Interior Shown at top in Blue Cloth
Shown with optional equipment.*





1 Cruise control is optional on all GTS and GT models. With switches conveniently mounted on the steering wheel, you can set, adjust, or cancel the desired vehicle speed with ease.

2 Choose Celica's Power Package and get power windows, power door locks, and power remote-controlled outside mirrors with defoggers.*

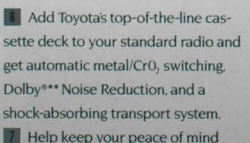
3 Air conditioning enhances comfort in any type of weather—set the controls to the desired position, then sit back and relax.

4 A tilt-and-slide power sunroof provides fresh-air motoring fun at just the touch of a button.

5 All-Trac and GTS owners will enjoy the stirring fidelity of an AM stereo/FM stereo electronically tuned radio with acoustic flavor/tone control.

6 Help keep your peace of mind with the reassurance of Toyota's Intrusion Monitoring System.

7 For added protection as well as enhanced style, a front-end mask with separate headlamp covers and storage bag makes a worthwhile addition.



8 Add Toyota's top-of-the-line cassette deck to your standard radio and get automatic metal/CR02 switching, Dolby** Noise Reduction, and a shock-absorbing transport system.



*Power mirrors standard equipment on GTS, Power Package standard on All-Trac models.

**Dolby is a registered trademark of Dolby Labs, Inc.

	All-Trac Turbo	GT S L Fbk Spt. Cpe.	GT Conv.	GT L Fbk Spt. Cpe.	ST Spt. Cpe.
PERFORMANCE					
Turbocharged 2.0-liter 4-cylinder twin-cam 16-valve engine with water-cooled intercooler	S	—	—	—	—
2.0-liter 4-cylinder twin-cam 16-valve engine	—	S	S	S	—
All-wheel drive	S	—	—	—	—
Front-wheel drive	—	S	S	S	S
Toyota Variable Induction System (TVIS)	S	S	—	—	—
Computer-controlled EFI and ignition systems	S	S	S	S	S
5-speed manual overdrive transmission	S	S	S	S	S
Electronically controlled 4-speed automatic overdrive transmission w/shift point selector	—	O ¹	—	—	—
4-speed automatic overdrive transmission	—	—	O	O	O
Anti-lock Brake System (ABS)	O	O	—	—	—
All-season steel-belted radial tires	O	O	S	S	S
EXTERIOR STYLING/DESIGN					
Styled steel wheels with full wheel covers	—	—	S	S	S
Aluminum alloy wheels	S	S	O	O	—
Color-keyed front and rear bumpers	S ²	S	S	S	S
Dual integrated halogen foglamps 6 color-keyed side skirts	S	—	—	—	—
Retractable halogen headlamps	S	S	S	S	S ³
Dual integrated sail-mounted power remote-controlled mirrors with passenger-side wide-view convex mirror	S ⁴	S ⁴	O	S	S ^{5,6}
Tinted glass with upper shaded windshield band	S	S	S	S	S
Wide protective side moldings	S ⁷	S	S	S	S
Front and rear mudguards	—	S	S	O	O
Tilt-and-slide power sunroof with overhead maplight	O	O	—	O	O
Cambria cloth power top with soft clear rear window	S	S	S	S	S
Rear window wiper/washer with intermittent control	S	S ⁸	—	O ⁹	—
Color-keyed wraparound rear spoiler	S	S	—	O	—
Car cover or front-end mask with storage bags	O	O	O	O	O
Two-tone paint	—	O	—	O	—
INTERIOR COMFORTS					
Tachometer/voltmeter/cup press, and coolant temp gauges	S ⁹	S	S	S	S
Electric rear window defogger	S	S	—	S	S
Intermittent windshield wipers/washers	S ¹⁰	S ¹⁰	—	S	S
Cruise control	O	O	O	O	—
Variable-assist power steering	S	S	S	S	S
Tilt steering wheel with memory	S	S	S	S	O
Telescopic steering wheel	S	S	—	O ¹¹	—
Digital quartz clock	S	S	S	S	S
Air conditioning	O ¹²	O ¹²	O	O	O
Passenger-side illuminated visor vanity mirror	S	S	—	—	—
Power rear quarter windows	—	—	S	—	—
Reclining front cloth bucket seats with memory	—	—	S	S	S
Sport Seats with driver-side 8-way adjustment (including power lumbar 6 lateral support adjustments)	S	S	—	—	—
Driver's seat adjustable height and lumbar support	—	—	—	S	—
Fold-down split rear seatbacks with security latch device and 3-pt. rear seatbelts	S	S ¹³	S ¹⁴	S ¹⁵	—
Full center console with padded armrest and cup holder	S	S	S	S	S ¹⁶
Remote fuel door and hatch/trunk releases with remote opener override	S	S	S	S	S
Full cut-pile carpeting	S	S	S	S	S
Carpeted floor mats	O	O	O	O	O
Rear cargo cover and cargo trunk compartment light	S	S ⁸	—	—	—
Intrusion Monitoring System	O	O	O	O	O
AM/FM stereo electronic-tuning radio with 4 speakers	—	S	S	S	S
AM/FM stereo electronic-tuning radio with auto-reverse cassette and 4 speakers	S	O	O	O	O
AM stereo FM stereo electronic-tuning radio with auto-reverse cassette, 3-way acoustic flavor/ tone control equalizer & 4 spkrs	O	O	O	O	—
Compact disc player	O	—	—	—	—
Automatic power antenna	S	S	S	S	—
Deluxe auto-reverse cassette deck	—	O	O	O	O
PACKAGES					
Exterior Appearance Package—includes color-keyed front, rear bumpers, body-side moldings and dual power outside mirrors with defoggers (color-keyed wheels included on Super White exterior only)	—	S ¹⁶	—	—	—
Leather Seat Trim Package ¹⁷ —includes leather insert Sport Seats, leather-wrapped steering wheel, coordinated door trim and cruise control	O ¹⁸	O	—	—	—
Power Package—includes power windows and door locks, defoggers on outside mirrors and sporting door trim	S	O ¹⁹	O	O	—

¹ Sport Coupe only. ² With rear skirting, under spoiler. ³ Non-halogen. ⁴ Color-keyed and with defoggers. ⁵ Driver-side only. ⁶ Non-power. ⁷ Color-keyed. ⁸ L Fbk only. ⁹ With turbo boost and without voltmeter. ¹⁰ With variable speed. ¹¹ Requires cruise control. ¹² Automatic air. ¹³ With trunk access on Coupe. ¹⁴ Single rear seatback without security device. ¹⁵ Non-padded armrest and without cup holder. ¹⁶ Only available on Super White, Super Red and Dark Blue Pearl exterior colors. ¹⁷ Requires Power Package. ¹⁸ Leather-wrapped wheel standard. ¹⁹ Defoggers standard.

	All-Trac Turbo	GT S L Fbk Spt. Cpe.	GT Conv.	GT L Fbk Spt. Cpe.	GT Spt. Cpe.	ST Spt. Cpe.
BODY FRAME CONSTRUCTION						
Unintegrated Body	Variable-assist power rack-and-pinion					
STEERING TYPE						
Power-assisted front ventilated 4-wheel disc	Power-assisted front ventilated disc, rear drum			Power-assisted front ventilated disc, rear drum		
BRAKES						
SUSPENSION FRONT						
All-wheel drive (All-Trac)	MacPherson strut with off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar					
MacPherson strut with off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar	MacPherson strut with off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar					
SUSPENSION REAR						
All-wheel drive (All-Trac), off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar	Independent dual link, off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar					
ENGINE TYPE						
4-cylinder twin-cam 16-valve turbo EFI with intercooler	4-cylinder twin-cam 16-valve EFI		4-cylinder twin-cam 16-valve EFI			
DISPLACEMENT						
2.0 liters (1998 cc)	2.0 liters (1998 cc)		2.0 liters (1998 cc)			
HORSEPOWER (SAE net)						
190 @ 6000 rpm	135 @ 6000 rpm		115 @ 5200 rpm			
TORQUE (SAE net)						
150 ft.-lbs. @ 3200 rpm	124 ft.-lbs. @ 4800 rpm		124 ft.-lbs. @ 4100 rpm			
EFFICIENT OF DRAG (Cd)						
N/A	0.34*		0.37*			
LATERAL ACCELERATION (g)						
0.90**	0.816*		0.816*			
EXTERIOR DIMENSIONS (in.)						
Wheelbase	99.4	99.4	99.4	99.4	99.4	99.4
Overall length	171.9	171.9	173.6	173.6	173.6	173.6
Overall width	67.3	67.3	67.3	67.3	67.3	67.3
Overall height	49.8	49.8	49.8	49.8	49.8	49.8
Tread width—front/rear	57.9/56.9	57.9/56.5	57.9/56.5	57.9/56.5	57.9/56.5	57.5/56.1
INTERIOR DIMENSIONS (in.)						
Head room—front	37.8	37.8	37.8	38.4	37.8	37.8
Head room—rear	33.9	33.9	33.9	35.0	33.9	33.9
Leg room—front	44.4	44.4	44.4	44.4	44.4	44.4
Leg room—rear	27.9	27.9	27.9	27.9	27.9	27.9
Shoulder room—front/rear	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9
CAPACITIES						
Luggage capacity, rear seat up (cu ft.)	12.1	15.7	11.9	11.9	15.7	11.9
Cargo capacity, rear seat down (cu ft.)	19.2	22.2	N/A	N/A	25.2	N/A
Fuel tank capacity (gal.)	15.9	15.9	15.9	15.9	15.9	15.9
CURB WEIGHTS (lbs.)						
4-speed manual overdrive	3197	2665	2606	2680	2524	2504
4-speed automatic overdrive	—	—	—	2740	2575	2555
ECT 4-speed automatic overdrive	—	—	2685	—	—	—
TIRES						
Type	Speed-Rated Steel-Belted Radial Black wall 205/60HR14 A/S	Speed-Rated All-Season Radial Black wall 185/70HR13	Speed-Belted All-Season Radial Black wall 185/70HR13	Steel-Belted All-Season Radial Black wall 165/80R13	Steel-Belted All-Season Radial Black wall 165/80R13	Steel-Belted All-Season Radial Black wall 165/80R13
Size						
Optional	205/60HR14 A/S	205/60HR14 A/S	205/60HR14 A/S	185/70HR13	185/70HR13	185/80R13
COLORS¹						
Solid Exterior	Super White	Interior	Metallic Clear Coat	Interior	Interior	Interior
Super Red	Super Red	Interior	Amethyst	Light Copper	Red	Red
Black	Black	Interior	Gray/Red	Medium Brown	Beige	Beige
Pearl Clear Coat Exterior	Medium Red	Interior	Red	Blue	Blue	Blue
Ice Blue	Regatta Blue	Interior	Gray ² or Blue	Gray/Amethyst	Optional Two-Tone Metallic Clear Coat Exterior	Interior
Regatta Blue	Dark Blue	Interior	Blue	Blue	Gray	Gray
MILEAGE ESTIMATES³						
5-Sp Man. Od.	5-Sp Man. Od.	5-Sp Auto. Od.	5-Sp Auto. Od.	4-Sp Auto. Od.	5-Sp Man. Auto. Od.	5-Sp Man. Auto. Od.
26/32	22/28	22/28	26/32	26/32	26/32	26/32
TOYOTA WARRANTY						
36-mo./36,000-mi. basic new vehicle limited warranty, 5-yr./50,000-mi. limited emission-control device warranty, 5-yr./unlimited-mileage corrosion/performance warranty on 1988 vehicles. *Some colors not available in all models. **Covertible only. ¹ 1989 preliminary mileage figures. ² Covertible only. ³ 1989 EPA mileage estimates not available at time of printing. See your Toyota dealer for details. Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment, see Specifications chart. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.						