



## THE TOYOTA TOUCH

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

The Toyota Touch begins 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 our salespeople are known for their courtesy and integrity.

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

### Warranty Information

The Toyota Touch means you'll be just as satisfied tomorrow as you are today. This commitment is solidly backed by Toyota's no-nonsense 36-month/36,000-mile basic new vehicle limited warranty, which applies to all components other than the normal wear and maintenance items. Toyota also provides a 60-month/unlimited-mileage corrosion protection warranty and a 60-month/60,000-mile powertrain warranty. In addition, there may be times when Toyota will establish a special policy adjustment that will pay for all or a part of the repair costs beyond normal warranty coverage.

Should you have any questions about Toyota vehicles, warranties, special policy adjustments or service, please 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, Toyota is ready to make a major commitment to you.

Get More From Life...Buckle Up!

LIMITED WARRANTY SUMMARY	
Comprehensive coverage	36-month or 36,000-mile
Powertrain	60-month or 60,000-mile
Corrosion perforation	60-month and unlimited-mileage



'90 CELICA

TOYOTA

TOYOTA

"I love what you do for me."

P00-008 (9/89) 00616-90106  
Litho in U.S.A. (310M)  
© 1989 Toyota Motor Sales, U.S.A., Inc.

## SHARP FOCUS

2

Once the 1990 Celica enters your field of vision, you won't be able to shake it. Drive it, and *all* your senses are attuned. Forceful, aggressive styling converges with outstanding performance, agile handling and sporting comfort.

A full line of low-slung profiles redefines motoring pleasure from top to bottom: All-Trac Turbo, GT-S Liftback, GT Sport Coupe and Liftback, ST Sport Coupe.

Toyota quality and reliability are crystallized in a sporty car so beautifully designed that it steals the thunder from other high-performance sport cars.

It sends a clear message: take a fresh look at Celica. And take a bold leap ahead of the crowd.

Shown with optional equipment.



## FREE FLOWING

4

The all-new Celica GT Sport Coupe and GT Liftback cut through the mainstream with unmistakable flair and style. And in Celica's case, looks don't lie. The visual promise of unrestricted flow and performance is paid in full every time you turn the key and take to the road.

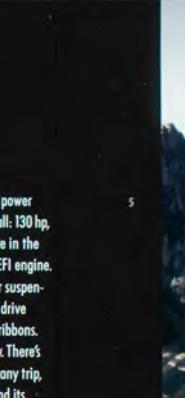
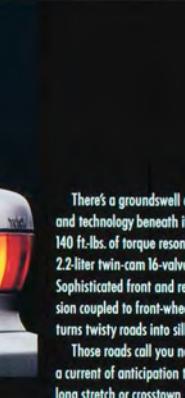
The fluid body design reduces wind resistance and channels airflow to improve handling. The broad, low front end slices the wind, which flows over smoothly flared fender-wells, flush glass surfaces and off the elevated, sloping deck.

Retractable halogen headlamps further emphasize the unbroken

lines; beauty and efficiency are fused and blended masterfully.

An optional sunroof gives you the feel of *being* the flow, not just going with it. Optional styled aluminum alloy wheels reflect the gleam of spectators' eyes. You'll note many a silent "wow" on turned heads seen through the generous expanse of contoured glass; design of all window areas affords an uncluttered vista, the rear quarter panel flowing aerodynamically along the sides. The back window allows you an expansive view of the world you've left behind.

Flush-mounted bumpers, high-gloss paint, color-keyed door handles, body side moldings and wind-slipping dual power mirrors—all carry the eye like a tide over Celica's graceful, forceful lines.



There's a groundswell of power and technology beneath it all: 130 hp, 140 ft-lbs. of torque resonate in the 2.2-liter twin-cam 16-valve EFI engine. Sophisticated front and rear suspension coupled to front-wheel drive turns twisty roads into silk ribbons.

Those roads call you now. There's a current of anticipation to any trip, long stretch or crosstown, and its name is Celica. As you disappear effortlessly over the rise, you're as free as a bird, soaring.

Shown with optional equipment.



5



6

## SYMMETRY

When the crucial balance of form and function approaches the ideal, something truly exciting happens. Form takes on more beauty. Function becomes smoother.

The symmetrical poise of Celica is as apparent in the cockpit as it is in the external lines. The interior ergonomically synchronizes driver to machine. Analog instruments display constant, clear readings. Controls are angled toward the driver, and the center control cluster is easily accessible. The feel of the steering is precise, the suspension is responsive and clearly road-wise.



GT Sport Coupe and Liftback's sporting interior sets a new standard. Shown here in sporty Blue fabric and matching trim, comfortable seating is four-way manually adjustable with a generous headrest, step-folding front seatback, and seat cushion height adjuster. Driver-side air bag Supplemental Restraint System\* (SRS) is reassuring.

Driving is all the more harmonious with the deluxe AM/FM stereo electronic-tuning radio complete with four speakers and a power antenna. No annoying vibrations or harshness

compete with the clean, strong sound quality because Celica's cockpit is isolated from road noise.

Standard features include a tilt steering wheel, 50/50 fold-down split rear seatback with security locks, and even an ignition key light. Turn the key and take Celica's symmetry to an imperfect road. And do your part to improve the nation's highways.

\*See air bag SRS information on page 21.  
Shown with optional equipment.

## IMPRESSION

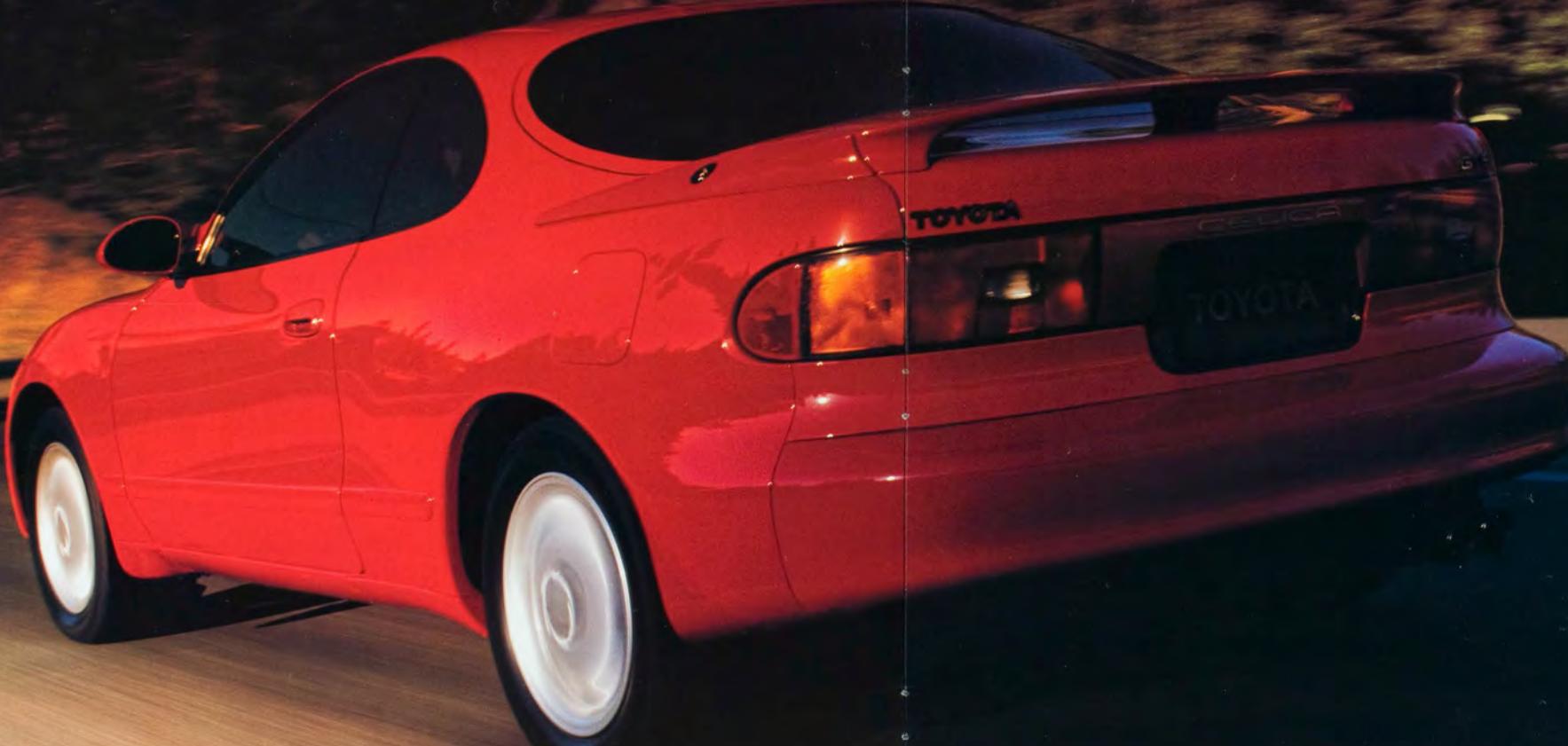
9

GT-S Liftback is burning a distinct image into the mind's eye of the auto-motivated: wind-sculpted, aggressive styling wrapped around road-grabbing power and solid technology. This bold signature derives from an all-out commitment to sport-motoring essentials.

The powerful, wide-stance appearance is no idle boast. It's a gutsy statement that the low-profile nose and broad-shouldered fender wells shape the wind to your will, while the air dam helps to lower wind turbulence under the car. Celica is proof that great-looking can be hardworking—as aerodynamic as it gets.

The potent echo of 130 horses from the twin chrome-tipped exhaust pipe underscores this thought: your first impression was correct.

Shown with optional equipment.



9



CELICA GT-S

10

## DEPARTURE TIME

When the all-new GT-S Liftback hit the road dressed for the '90s and beyond, the eyes of the world followed. They saw styling breakthroughs and performance levels that match real-world needs. They saw, in fact, the future of sport pleasure motoring.

From the tip of its road-gathering front end to the rear deck's distinctive spoiler, GT-S Liftback is a fluency of rounded, wind-slipping design excellence. Wide-track stance

and aggressive styling plant this car firmly on the road as a departure from the routine.

Even the outside mirrors evoke the wind. Recessed foglamps; aerodynamic grille; retractable flush headlamps: all are integral to the uncurbed streamlined effect.

Slipstream color-keyed rocker panel moldings, integral flush-mounted bumpers and front mudguards continue the look. And the efficiency. Aggressive 215/50VR15 tires roll on smart aluminum alloy wheels. Rust protection and chip-resistant paint in select areas help Celica retain a durable lasting luster.

The broad-band taillights leave no doubt in their wake. The steady rhythm of the engine sends a message that low-end torque is tuned for quicker response and the road ahead is yours.

It's departure time—and the highway never looked so good.

Shown with optional equipment.

## INNER CIRCLE

12

The driver is surrounded by comfort and control; options include automatic air conditioning and 7-way adjustable fabric Sport Seats with step/recline front seatback, cushion height adjustment, two-way adjustable headrest, power lumbar and side supports. GT-S also offers the option of a seven-way leather-trimmed power Sport Seat.

Heating and ventilation performance is increased. Door handles

with built-in rocker switches have been engineered for easy operation.

A leather-covered shift knob is an optimum distance from the thickly padded four-spoke leather wheel; the view is unobstructed to large analog gauges, and dash controls are canted toward the driver.

Standard on the GT-S is a deluxe AM/FM stereo electronic-tuning radio with cassette and six speakers. The phenomenal "System 10" is optional and includes a CD player—and no less than ten strategically placed speakers with 220 watts



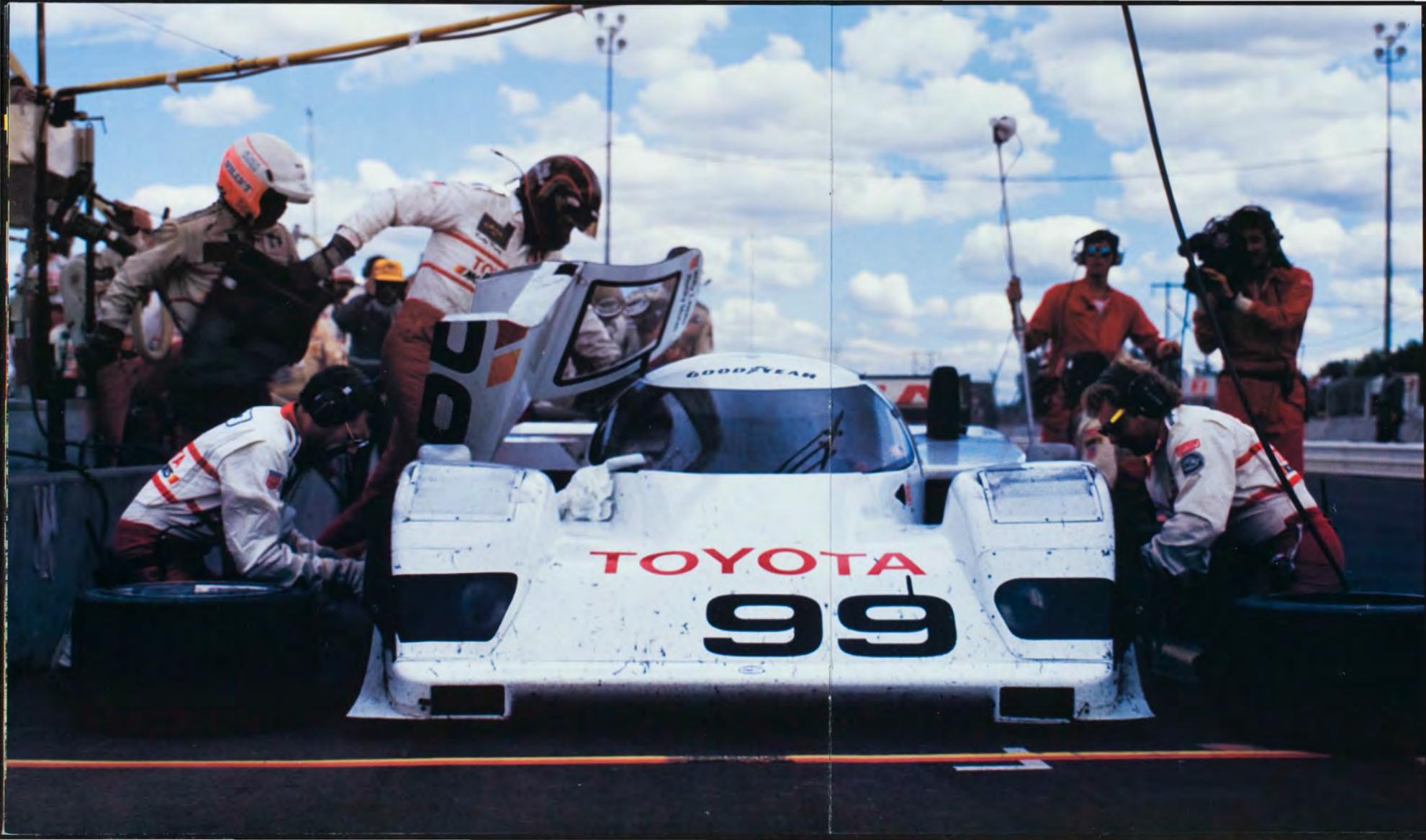
maximum power and two eight-inch sub-woofers driven by 50-watt amps, eight more speakers and four 30-watt amps. So strong and clean it lifts you out of the audience and on to center stage.

The inner circle is ready to roll—and the average road becomes something very beautiful indeed.

Shows with optional equipment.

13





## TEST LAB

TECHNOLOGY

Toyota research and development often takes place at around 200 miles per hour. One hard, fast rule is observed at these times: win for the ultimate driver. You.

Current examples of these laboratories on wheels are the 600-plus-horsepower Toyota GTP cars that compete in America's most prestigious road racing series—the Camel GT, sanctioned by the International Motor Sports Association (IMSA).

Their turbocharged 2.1-liter twin-cam 16-valve powerplants are based on the Celica All-Trac Turbo. They're raced not only to rack up more wins for Toyota—but for the benefit of all who drive Toyotas.

We've continued to accelerate the research so that when you buy a Celica, you're buying into Toyota technology on a fast track.

15



CELICA ALL-TRAC

16

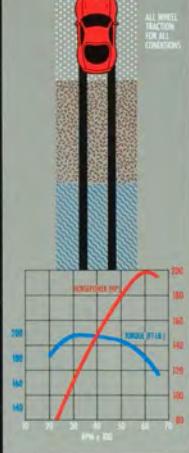
## TRAJECTORY

In plain language, that's the path of a moving body: Celica All-Trac Turbo.

Those dramatic new lines stretch out into a blur, courtesy of Celica's transverse-mounted 2.0-liter twin-cam 16-valve intercooled turbo road-burner; it pumps 200 hp and 200 ft.-lbs. of torque—output made possible by a twin-entry air-to-air intercooled turbocharger. That hood scoop and those air vents aren't designer add-ons from the local speed shop. They're living, breathing accessories to the fact.

Fully independent suspension with front and rear stabilizers gives trajectory-precise handling with variable-assist power steering. Athletic shocks and springs take on the curves with authority.

All-wheel drive is a gripping story; this sophisticated, high-tech system puts the bite on the road with all four 215/50VR15 radials. Optional Anti-lock Brake System (ABS) summarily calls a halt to it with a computer that adjusts all wheels to help prevent lockup. The flared fenders also feature front integrated mudguards.



There's an option you can exercise if you want the consummate accompaniment to this high drama: select the exclusive "System 10" AM/FM stereo electronic-tuning radio with cassette and CD player. Ten speakers and 220 watts maximum power extract each riff, beat and syllable for your listening enjoyment.

Toyota's trajectory with All-Trac Turbo has been a straight line to quality, reliability and technology by way of stunning new design. All roads lead from there—and with All-Trac, they're superhighways.

Show with optional equipment.

17



CELICA ST

## ARRIVAL

18

The ST Sport Coupe for 1990 is what style-conscious and value-conscious car-buyers have been dreaming of: a beautiful new way to get around. Around town. Around the country.

It proudly sports the trend-setting Celica profile: road-hugging, low front end; elevated deck that slips the punches of the wind; aerodynamics that please the eye as well as enhance the handling characteristics on a blustery day or at speed.

Front-wheel drive on steel-belted All-Season radials form an attachment to curves and surfaces in bad weather. Fully independent suspension, power variable-assist rack-and-pinion steering and power-ventilated front disc brakes smooth out

the kinks, and the 1.6-liter twin-cam 16-valve EFI engine endows you with the power and economy to cruise life's highways effortlessly.

The adjustable seat holds you in a way that'll have you racking up more miles than you intended. The sound system shortens distances, too: Celica's deluxe AM/FM stereo electronic-tuning radio with four speakers. Amenities include stylish fabric interior, tinted glass, full center console with cover, intermittent wipers with mist control, and a lot more. The ST Sport Coupe has everything a sharp coupe should have. And nothing it shouldn't.

When ST Sport Coupe arrives, all the less distinctively styled cars blend into the scenery. Beautify the roadways with color-keyed front and



rear bumpers that mold smoothly into the rounded, dramatic body contours. Dual black mirrors complement the smart black body side moldings and door handles. And the iridescent finish is so deep it appears you could walk into it.

There's a lot of intrinsic beauty built into the ST Sport Coupe, inside and out—but miles down the road, you'll find that one of the most satisfying aspects is its beautiful reputation for value. Drive the Celica ST. You'll know you've arrived.

Shown with optional equipment.



19

## FINE POINTS

Some pretty packages just don't have much inside. You won't be disappointed when you open up Celica.

**1** Smooth-shifting four-speed electronically controlled automatic transmission (ECT) polishes off the gears effortlessly. (Optional on GT-S.)

**2** Liftback rear cargo area includes ample storage and split, folding rear seatbacks. A rear deck cargo cover keeps valuables from prying eyes and hands.

**3** With a generous expanse of glass in the back, an intermittent rear wiper is handy on long trips in adverse weather. (Standard on All-Trac, optional on Liftbacks.)

**4** All-Trac automatic tilt wheel with memory remembers your favorite driving position.

**5** GT and GT-S performance is delivered by the transverse-mounted 2.2-liter twin-cam 16-valve four-cylinder engine. Electronic fuel injection results in more efficiency.\*

**6** Power Package: power windows and power door locks, standard on All-Trac Turbo, optional on GT and GT-S.

**7** Fold-down split rear seatbacks with security locks accommodate extra cargo and long items. Each folds independently. (Available: All-Trac, GT-S, GT.)

**8** Armrest on the center console raises to reveal space for CD or cassette storage—easily accessible from passenger or driver side. (Only with CD or cassette player.)



**10** Color-keyed, aerodynamic side mirrors present low resistance to airstream, optimize rear view (Black on ST). Optional sunroof brings open-air excitement on demand.

**11** More function following this beautiful form: rear spoiler with high-mount stoplight irons out the wind and flashes warnings with LED lamps (GT-S and All-Trac Turbo only).

\*See mileage statement on page 24.

\*\*In moderate frontal collisions, the three-point belt system provides primary crash protection, and the air bag SRS is designed not to inflate. In the event of a severe enough frontal crash, the driver's-side air bag SRS will inflate to help reduce driver injury.



## REFINEMENTS

How do you refine the refined? With your own individual taste and preferences, you can make your Celica uniquely yours. Here are some of the finer points:

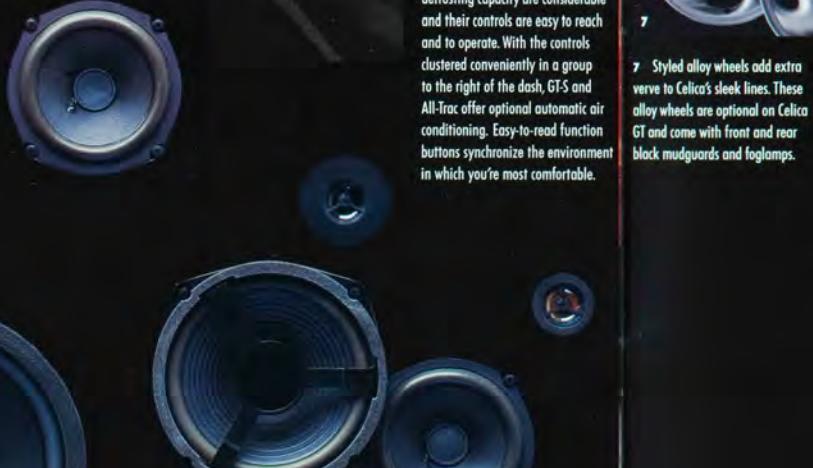
**1** Forget what you've heard about concert-hall sound. With Celica's "System 10" audio, you're in the middle of the band. Two eight-inch subwoofers, with their own precision high-power amplifiers and low-pass filter, utilize the door cavity as a speaker enclosure. Four high-output amplifiers drive eight individual component-type satellite speakers. Highs are crisp and smooth; mids are warm and clear, while the low end is almost subterranean.

**2** "System 10" features a compact disc player for the premium AM/FM stereo electronic-tuning radio with cassette. It's the ultimate sound investment for music lovers.

**3** Get on it, stay on it. Stalk-mounted cruise control system is optional—set, adjust, cancel your desired road speed.

**4** Seven-way adjustable, supple, leather-trimmed power Sport Seat. Smart leather trim, step/recline front seatback, cushion height adjuster, two-way headrest adjuster, power lumbar and side support.

**5** Toyota's Vehicle Security System helps your peace of mind. It's unobtrusive in operation and effective in helping deter theft.



## MECHANICAL FEATURES

Turbocharged 2.0-liter 4-cylinder twin-cam 16-valve EFI engine with air-to-air intercooler

2.2-liter 4-cylinder twin-cam 16-valve EFI engine

All-wheel drive with variable torque split

Front wheel drive

5-speed manual override transmission

4-speed automatic override transmission

4-wheel independent suspension

Variable-assist power steering

Anti-lock Brake System (ABS)\*

### EXTERIOR

Color-keyed front and rear bumpers

Retractable halogen headlights

Front air dam with integrated foglamps, functional hood scoop and air vents

Front-end mask

Flared fenders with integrated front mudguards

Power remote-controlled outside mirrors

Tilt-and-slide power sunroof with moonlight

Tinted glass

Color-keyed door handles, body side moldings and outside mirrors

Intermittent rear window wiper/washer

Color-keyed aerodynamic rear spoiler with LED brake light

Full-wheel covers

Aluminum alloy wheels

### INTERIOR

Adjustable front seat sets

- Standard 3-way adjustable

- Standard 4-way adjustable

- Sport Seat 5-way adjustable

- Sport Seat 7-way power adjustable

- Sport Seat 7-way power adjustable with leather

50/50 fold-down split rear seatbacks with security latch device

Driver's side air bag Supplemental Restraint System (SRS)

Full center console with armrest

Dual cup holders

Liftback rear cargo cover and cargo/trunk compartment light

Remote hood, fuel lid and hatch/trunk releases

Air conditioning

Electric rear window defogger

Tilt steering wheel

Variable intermittent windshield wipers

Cruise control

Speedometer, tachometer, tripmeter, coolant temp. and fuel level gauges

Vehicle Security System

Deluxe AM/FM stereo electronic-tuning radio with 4 speakers

Deluxe AM/FM stereo electronic-tuning radio with cassette, 6 speakers and cassette storage in center console

Premium AM/FM stereo electronic-tuning radio with cassette, 6 speakers, diversity antenna system and cassette storage in center console

"System 10" Premium AM/FM stereo electronic-tuning radio with cassette, compact disc player, 10 speakers, diversity antenna system and CD storage in center console

Automatic power antenna

### PACKAGES

**Power Sport Seat Package**—includes driver's seat with power lumbar and side bolster adjustments with fore/aft, tilt/recline, seat cushion height and manual headrest up/down/tilt adjustments  
**Leather Seat Trim Package**—includes Power Sport Seat Package, leather-faced seats, leather door trim, leather-wrapped steering wheel, four-spoke shift knob, manual transmission, shift and parking lock trim, power windows and power door locks  
**Power Package**—includes power windows and door locks  
**Convenience Package**—includes tilt wheel, seat cushion height adjustment and variable intermittent windshield wipers

	GT-S*	Liftback	GT	Spt. Cpo.	GT	Spt. Cpo.	All-Trac* Turbo
--	-------	----------	----	-----------	----	-----------	-----------------

## DATA

S=Standard

O=Optional

—Not available

\*Not immediately available.

†Electronically controlled (ECT) with shift point selector.

‡Includes cruise control.

§Non-halogen standard.

||Without hood scoops or air vents.

¶Block fixed mirrors only.

\*\*Styled steel wheels with half caps are standard. Full wheel covers include front/rear block mudguards and halogen headlights.

††Includes front/rear block mudguards and foglamps.

‡‡Includes large fabric headrest and GT fabric.

§§Trunk lamp only.

¶¶Automatic air conditioning.

\*\*With timer.

††Includes variable intermittent front wipers and intermittent rear wiper.

|||Includes variable intermittent front wipers.

¶¶With voltmeter.

\*\*With turbo boost gauge.

¶¶Four speakers.

§§Power windows and door locks standard.

	GT-S Liftback	GT Liftback	GT Spt. Cpo.	ST Spt. Cpo.	All-Trac Turbo
--	------------------	----------------	-----------------	-----------------	-------------------

MECHANICAL SPECIFICATIONS					
Body/Frame construction	Unitized body				
Steering type	Variable-assist power rack-and-pinion				
Brakes (front) (rear)	Power-assisted ventilated disc Disc	Drum	Drum	Drum	Disc
Driveeline	Front-wheel drive			All-wheel drive (All-Trac)	
Suspension (front) (rear)	MacPherson strut with off-set coil springs, low-pressure gas-filled struts and ball joint-type stabilizer bar Independent dual link, off-set coil springs, low-pressure gas-filled struts and ball joint-type stabilizer bar			MacPherson strut with off-set coil springs, low-pressure gas-filled struts and ball joint-type stabilizer bar	
Engine Type	4-cylinder twin-cam 16-valve EFI	4-cylinder twin-cam 16-valve EFI	4-cylinder twin-cam 16-valve EFI turbo with intercooler		
Displacement	2.7 liters (264cu.)	1.6 liters	2.0 liters (199.6cu.)		
Horsepower (SAE net)	130@5400 rpm	103@6500 rpm*	200@6000 rpm		
Torque (SAE net)	140 ft.-lbs. @4400 rpm	102 ft.-lbs. @3200 rpm*	200 ft.-lbs. @3200 rpm		
Coefficient of Drag (Cd)***	0.34	0.31	0.32	0.35	
EXTERIOR DIMENSIONS (in.)					
Wheelbase	99.4	99.4	99.4	99.4	
Overall length	174.0	173.6	176.0	174.0	
Overall width	68.7	67.1	67.1	68.7	
Overall height	50.4	50.4	50.6	50.6	
Tread width (front) (rear)	58.3	57.9	57.9	58.3	
	56.9	56.5	56.5	56.9	
INTERIOR DIMENSIONS (in.)					
Head room (front) (rear)	37.7	37.7	37.7	37.7	
Leg room (front) (rear)	33.0	34.5	34.3	34.3	
Shoulder room (front) (rear)	42.9	42.9	42.9	42.9	
	26.8	26.8	26.8	26.8	
Shoulder room (front) (rear)	52.0	52.0	52.0	52.0	
	49.2	49.2	49.2	49.3	
CAPACITIES					
Cargo capacity, rear seat up/down (cu. ft.)	14.7/24.7		12.6	14.7/24.7	
Fuel tank capacity (gal.)	15.9		15.9	15.9	
CURB WEIGHTS (lbs.)					
5-speed manual overdrive	2804	2696	2674	2500	3272
4-speed automatic overdrive	—	2747	2725	2551	—
ECT 4-speed automatic overdrive	2855	—	—	—	—
TIRES					
Type	Steel-belted speed-rated radial	Steel-belted All-Season *** radial blackwall	Steel-belted All-Season radial blackwall	Steel-belted speed-rated radial blackwall	
Size	215/50VR15	185/65R14	165/R13	215/50VR15	
MILEAGE ESTIMATES <sup>†</sup>					
EPA est. MPG city/highway 5-spd. man. overdrive 4-spd. auto. overdrive <sup>††</sup>	23/29		28/33	19/24	
	24/31		25/33		
TOYOTA WARRANTY					
	36-month/36,000-mile comprehensive warranty				
	60-month/60,000-mile powertrain warranty				
	60-month/unlimited-mileage corrosion perforation warranty				

## SPECS

—Not applicable.

\*California vehicles: 102 hp @ 5800 rpm;  
101 ft.-lbs. @ 4800 rpm.

\*\*Based on Toyota tests.

\*\*\*All-Season not available on upgrade wheel.

†1990 preliminary mileage figures determined by Toyota Motor Sales, Inc., Inc. Estimates not available at time of printing. See your Toyota dealer for details.

††G-E-S with electronically controlled transmission; 22728.

Specifications and equipment based on information available at time of printing and subject to change without notice. Some models shown with optional equipment; vehicles shown with optional equipment; see Features chart. For more details on 1990 options, accessories and specifications in your area, contact your Toyota dealer.



25

INTERIOR	COLORS	EXTERIOR	INTERIOR
Leather Trim Package*	Blue, Gray, Red	Super White	Blue, Gray**
All-Trac Standard Cloth	Blue, Gray, Red	Gray Metallic	Gray
GT-S Standard Cloth	Blue, Gray, Red	Ice Blue Pearl	Blue
GT Standard Cloth	Blue, Gray, Red	Medium Blue Pearl	Blue
ST Standard Cloth	Blue, Gray, Red	Medium Red Pearl	Grey, Red
	Super Red		Grey
	Black		Grey, Red

\*All-Trac Leather available only in Grey.

\*\*All-Trac only.

## COLORS