

TOYOTA TOUCH

Toyota Touch is a philosophy in action. It's our effort to make all your experiences with Toyota the very best. From the time of your initial contact, during the sale and throughout your entire ownership experience, our focus is your complete satisfaction.

If you ever have any questions, contact your dealer's Customer Relations Manager. For additional information, call our Customer Assistance Center at 1-800-331-4331 (weekdays 9 a.m. to 9 p.m. EST).

WARRANTY INFORMATION
A 36-month/36,000-mile basic new vehicle limited warranty applies to all components other than normal wear and maintenance items. Additional 60-month limited warranties cover your powertrain (for 60,000 miles) and corrosion perforation (for unlimited miles). See your Toyota dealer for complete details. In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs.

TOYOTA TOUCH LEASE
Get into the Toyota of your choice with the Toyota Touch Lease Program. Ask your dealer for details.

Buckle Up!
Do it for those who love you.



TOYOTA CELICA



"I like what you do for me."

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As a company that's been a part of America for 37 years, Toyota's ultimate goal is your complete satisfaction. To this end, Toyota is devoted to providing you with the best products and services in the automotive industry. When you choose a Toyota vehicle, you have a commitment that it will live up to the reputation of quality for which Toyota is known. This dedication to you also extends to the

DRIVING PRINCIPLES

way Toyota does business here in America. That's why Toyota has a total investment of more than \$5 billion in the American market including design centers, testing facilities and manufacturing plants. In fact, many of the Toyota Trucks, Corollas and Camrys sold in the U.S. are built right here. Over 84,000 men and women are employed in the U.S. by Toyota and Toyota dealers. Partnerships with hundreds of American suppliers also have had a significant economic impact across the United States. From Toyota's substantial national investment in the U.S. to local efforts at the dealer level, the Toyota family is working hard to ensure complete satisfaction throughout your ownership experience.

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C E L I C A

If some cars are statements of individuality, the all-new 1994 Celica is a declaration of independence. Toyota quality and reliability have always appealed to an individual's sense of self-sufficiency. The all-new Celica's free-spirited styling, new levels of precision handling and safety make this one very special, indeed. The all-new 1994 Celica. Watch out. It's here.



GT Liftback shown in Alpine Silver Metallic with optional equipment.

S T S P O R T C O U P E



ST Sport Coupe shown in Renaissance Red with optional equipment.



DYNAMIC VISION. From the beginning, the all-new Celica's vibrant form was conceived to be a unique expression of power and confidence. Throughout its development, the integrity of this expression stayed true.



SET YOUR SIGHTS. It's a lot easier to adjust the outside rearview mirrors from the inside. The ST Sport Coupe features standard power mirrors.

A NEW DIMENSION OF STYLING. The all-new Celica ST Sport Coupe exhibits powerful appeal that goes beyond its flowing lines. The stunning aerodynamics clearly state that this is an exciting automobile—the road-smoothing handling and driver-friendly technology drive the point home impressively.

PICTURE-PERFECT HANDLING. The variable-assist power rack-and-pinion

R O A D S H O W

steering is light and easy on the highway—and makes parking a breeze. A 5-speed manual overdrive transmission features short throws and smooth transitions while the redesigned suspension system, with front and rear sub-frames, helps provide confidence-inspiring control on a variety of road surfaces and conditions. Safety enhancements include a driver- and passenger-side air bag Supplemental Restraint System (SRS)* and exceptional night vision provided by world-class headlamp brightness. Miles roll by courtesy of the smooth 1.8-liter 16-valve powerplant.

And Toyota quality is evident at every level.



TEMPERATE TRAVELER. A 15.9-gal. fuel tank, EFI efficiency and a track record of good gas mileage** get you down the road with a lot more road between stops.

*See page 12 for more information on Celica's driver- and passenger-side air bag Supplemental Restraint System (SRS).
**See EPA mileage statement on page 27 for details.





REMOTE POSSIBILITIES.
Don't get up—just pull the fingertip releases conveniently located beside the driver's seat to pop open the remote fuel-filler door or the trunk/hatch lid.



SPLIT THE DIFFERENCE.
The fold-down 50/50 split rear seat, when down, provides the convenience of a long passageway to the trunk and handles many items you wouldn't be able to get into an ordinary coupe. And for extra security, a lock is provided.

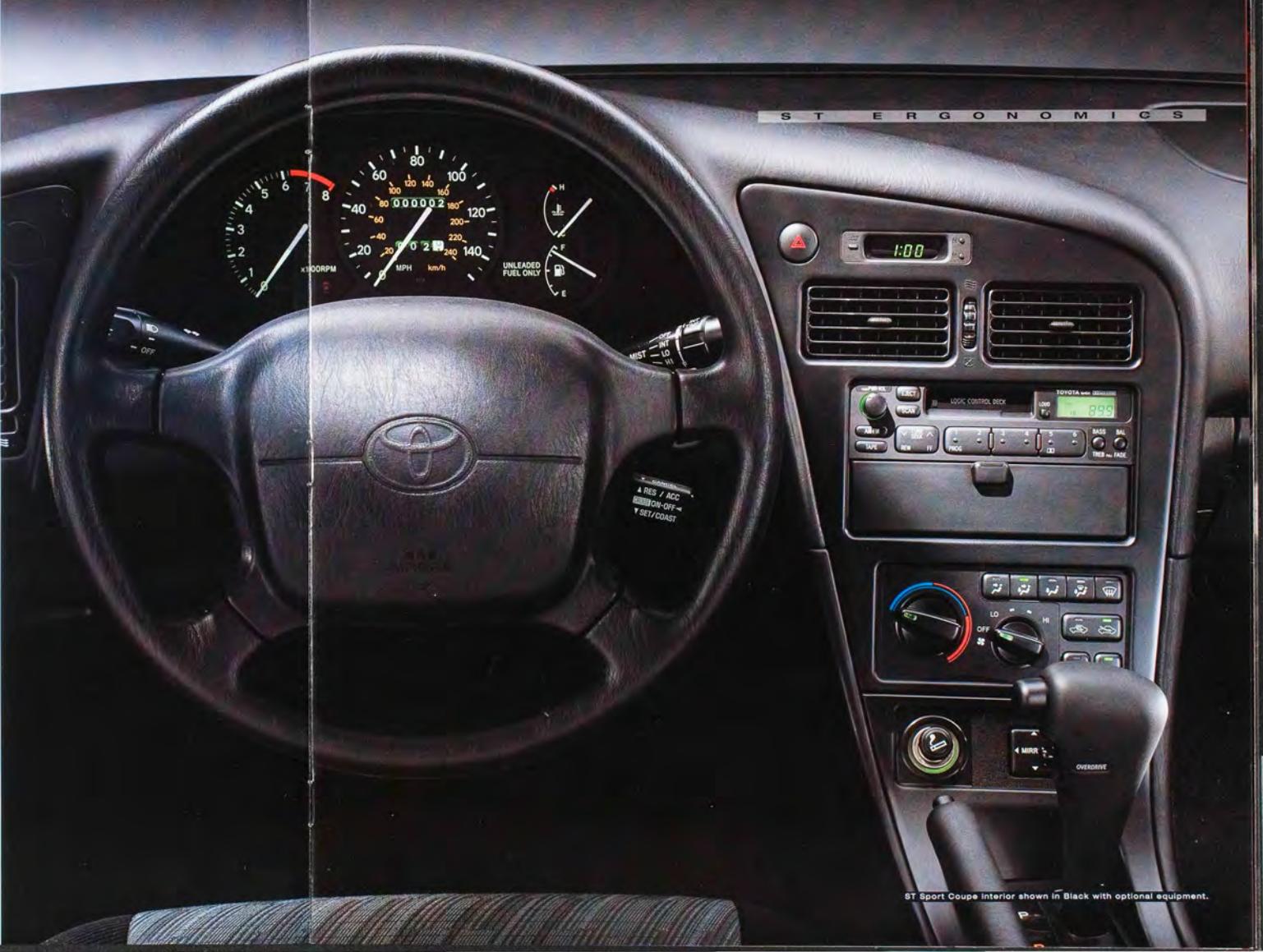


FOR YOUR COMFORT. A 4-way adjustable driver's fabric sport seat is standard on both ST and GT models, offering side, recline, front seat cushion and headrest height adjustments. Generously padded bolsters hold you during spirited maneuvers.

CONFIDENCE AND COMFORT. The all-new ergonomic design of Celica's interior driving environment is tailored to your natural pattern of movement in the cockpit. The analog gauges are easy on the eye and quickly read. Most of the major controls are within hand-reaching wheel-to-shifter. Controls that have been positive to the driver are logically placed.

INNER STRENGTHS

YOU'RE IN TOUCH WITH FUN AND CONTROL. Celica's agility and the world outside, with all its challenges, are finely balanced. Confidence-inspiring standard equipment includes driver and passenger side air bags*, give you an idea of Toyota's interest in quality and safety engineering. Front-wheel drive takes you through the curves, and the optional 4-speed electronically controlled automatic overdrive transmission (ECT) is a smooth addition.



ST Sport Coupe interior shown in Black with optional equipment.

S T L I F T B A C K



ST Liftback shown in Black with optional equipment.



SERVING YOU WELL. The ST Liftback offers you many conveniences like the rear hatch that opens wide to easily welcome large items. There are also refreshing details that cater to you such as a retractable dual cup holder in the armrest.

CONTEMPORARY SHAPE FOR THE OLD FORM/FUNCTION PRINCIPLE.

One look at the dramatically aggressive and alluring shape, and one tends to forget the time-proven axiom that function leads the way. It's still true in the case of this purposeful set of stunning

A FORM OF POWER

aerodynamics and poised muscle. The all-new Toyota Celica ST Liftback's dramatic silhouette is home to a 18-liter twin-cam 16-valve EFI engine that delivers a healthy and dynamic 110 hp at 5,600 rpm.

BEAUTY AND UTILITY: THE SHAPE OF THINGS TO GO.

Engine components have been specially balanced and precisely tuned to give you a seamless flow of power—from stoplight to highway travel. Improved electronic fuel injection (EFI) provides outstanding response at high revs, and 4-valve-per-cylinder aerobics assure ready punch. Add light-touch accurate handling, and a body that's both aerodynamically effective and beautiful, and you have the Toyota Celica ST Liftback—the shape of things to go!



BETTER BRAKES. Power-assisted ventilated front and rear disc brakes (GT models—large rear drums on ST models) employ fade-resistant brake lining material for enhanced stopping performance.



SUPERIOR NIGHT VISION. Headlamp brightness that cuts into the dark for new levels of night visibility is another innovative Toyota touch. The world-class light penetration rivals many European luxury automobiles, with separate lamps for high and low beams.



STRONG BODYGUARD. The unitized body is strategically reinforced to form a 20% improvement in body shell rigidity combined with a substantial weight reduction for excellent stability and NVH reduction.



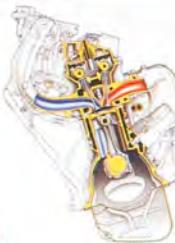
BUFFER ZONES. All Celicas feature a driver- and passenger-side air bag Supplemental Restraint System (SRS)* which activates in a front-end collision of enough magnitude to inflate the bags. In a moderate collision, primary protection is provided by the 3-point lap and shoulder belt system, and the air bags may not inflate. So, safety belts should be worn at all times by all occupants.

ALL-STAR SHORTSTOP. This option could well win MVP in a few seconds. The new Anti-lock Brake System (ABS) is the latest, lighter, more compact generation of ABS with four independent wheel sensors and an actuator that pulses the brakes to help keep them from locking during hard braking. It also helps maintain traction and steering control.



ST Liftback shown in Solar Yellow with optional equipment.

*Driver side front driving only. 1994 "consumers' model." The basic front passenger air bag (SRS) comes standard. Motorists are urged to wear their safety belts at all times. ©1994 Toyota Motor Sales, U.S.A., Inc. All rights reserved. Toyota is a registered trademark of Toyota Motor Sales, U.S.A., Inc.



POWER STRUCTURE. The 2.2-liter 135-hp^{**} twin-cam engine features a precision-balanced crankshaft, 16 valves with increased lift and programmed sequential multi-point electronic fuel injection. (Standard with GT models.)



PICTURE OF HEALTH. This is a power chart a performance enthusiast can love; the broad, healthy power band of the 2.2-liter engine gives you all the torque you need anywhere on the rev scale and effortless cruising in the upper reaches.

BEAUTY IS MORE THAN SKIN DEEP. Toyota Celica Gt Coupe (front-wheel drive) has a sleek, flowing profile and a distinctive headlight cluster with integrated turn signals and projector headlights (optional front and rear). Inside, the interior is a blend of dark wood-grain trim, light-colored leather seats, and a black dashboard. The interior is spacious and comfortable, with plenty of legroom and headroom. The seats are well-supported and provide good lateral support during cornering. The dashboard is clean and uncluttered, with essential gauges and controls within easy reach.

TECHNICAL KNOCKOUT

Collaboration between the aerodynamics and chassis teams has resulted in a refined body shape that is both more efficient and more dynamic. The car's low drag coefficient (Cd) of 0.32 makes it one of the most aerodynamic cars in its class. The front end features a large air intake on the hood, which helps to cool the engine and transmission. The rear end has a large diffuser and a quad-exhaust system.

TECHNOLOGY IN MOTION. Wind-splitting aerodynamics boast a sleek 0.32 coefficient of drag. The agility and precision of a completely retuned suspension with ride-enhancing subframes, front and rear, make back roads as pleasurable as boulevards.



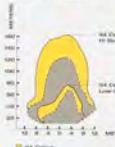
HIGH-TECHNOLOGY, NOT HIGH-STRUNG GADGETRY. Toyota Celica Gt Coupe's advanced technology includes a digital instrument cluster with a tachometer, a digital speedometer, and a trip computer. The car also features a digital audio system with a CD player, a cassette deck, and a radio. The interior is well-appointed with leather seats, a leather steering wheel, and a leather dashboard.

The Celica Gt Coupe is a great choice for those who want a reliable and fun-to-drive car.

PRECISION EQUALS POWER. The 1.8-liter engine's response is fluid and immediate. Its new EFI system combines optimum timing and fuel mix so you have ample power at low or passing speeds. (Standard with ST models only.)



SHOW OFF. World-class headlamp performance outshines many European road sedans, with sleek-looking separate lamps for high and low beams.



COOLER OIL. An oil cooler, similar in nature to an engine's cooling system, helps prevent overheating and engine-damaging carbonizing of lubricating oil at constant high speeds or at low speeds in traffic.



4-VALVES-PER-CYLINDER. 16 valves (two intake, two exhaust valves-per-cylinder) plus recent improvements in lift, valve size and timing, result in more efficient burning of fuel, a broader power band with plenty of torque and cruising power, and seamless acceleration from zero to highway speeds.



FAST-BRAKING NEWS. Standard power-assisted ventilated front disc brakes with improved cooling performance and large rear drums—discs on GT models—help you call it quits with confidence and control.

DOUBLE-TEAMING. Dual overhead camshafts help spin out all the smooth power you need through 16-valve technology in either the 1.8-liter or 2.2-liter powerplants. Both provide plenty of low-end torque and high-end cruising ease.



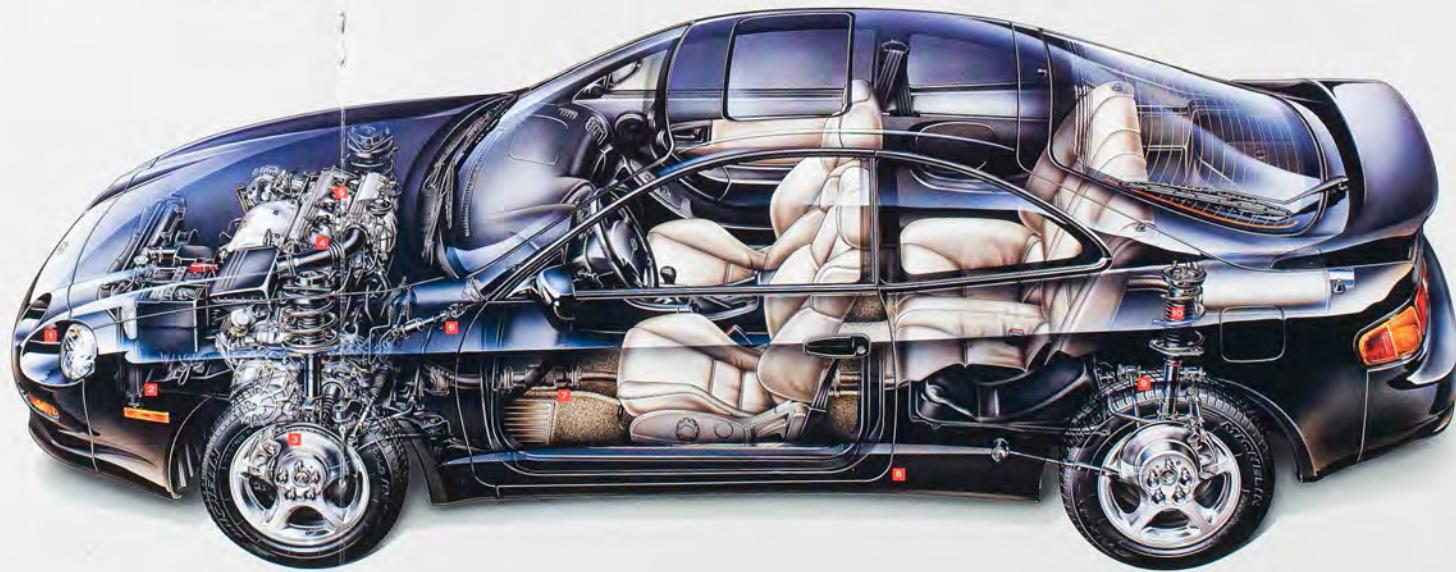
GIVE WAY. When encountering a certain level of impact, the corrugated steering tube collapses itself down to a shorter length in order to absorb some of the collision energy, lessening the effect on the driver.

THE SOUND OF SILENCE. A number of steps were taken to deliver you to your destination relaxed and refreshed—by saving you from unnecessary noise. Vibration-dampening materials, exhaust improvements, increased rigidity, engine-mount modifications and stiffeners all add up to a lot less noise and vibration.

RUST INHIBITORS. Extensive use of zinc/iron double-layer-plated steel panels and galvanized steel sheets inhibit corrosion and worry, and add to long-lasting Toyota quality.

ADVANCED GEOMETRY. Refined suspension geometry consists of MacPherson strut front, and dual-link rear suspension with front and rear sub-frames to improve rigidity and reduce road noise level. The offset coil-spring independent rear suspension incorporates gas-filled shock absorbers and dual-link rear geometry to help reduce rear-end lift and front-end dive.

SPORT PACKAGE PERFORMANCE. Specially tuned springs and sway bars are included in the GT Liftback's optional Sport Package. In concert with the low-velocity-shock absorbers, the Sport Package system provides enhanced control and precision handling.



G T S P O R T C O U P E



GT Sport Coupe shown in Super White with optional equipment.



PRECISION MOVES. The slick-shifting, jewel-like movement of the optional 4-speed electronically controlled automatic overdrive transmission (ECT) gives you an easy, smooth transfer of power to pavement.



WELCOME ACCOMPANIMENT. The Deluxe ETR/Cassette with 6 speakers and a power antenna is standard on all GT models, but the sound is far from standard. An Auto-reverse Cassette is included, and the ETR with power antenna enhances weak FM signals.

IT PERFORMS AS SMOOTH AS IT LOOKS. Toyota Celica GT Sport Coupe's beautiful new shape accurately reflects how smoothly it handles. Its aggressive, forward-leaning design says road-ready, and its fun-to-drive performance backs up the statement. With 135-

FEEL FREE

horses,* an agile suspension and low-profile radials, it becomes an extension of your spirited style.

EXPRESS YOUR INDIVIDUALITY. This graceful sportster slips through the wind with ease and handles curves with road-hugging smoothness. With standard driver- and passenger-side air bags,** an optional Anti-lock Brake System (ABS) and Toyota quality, Celica GT Sport Coupe makes the road to individuality a smoother, safer trip—and downright enjoyable.



ANGLE OF REPOSE. A standard Celica GT feature gives you the angle on relaxed attention with an adjustable tilt steering wheel that adapts to your preference.

*130 hp on cars equipped with California emissions control system. **Standard for 1992 model year Celica drivers; and passenger-side air bag Supplemental Restraint System (SRS).



POWER PACKAGE.

Standard on GT, the Power Package offers power door locks and push-button power windows with a driver-side one-touch "auto-down" feature and a 60-second retained power function.



BEHIND THE LINES.

There's inner beauty, too. Generously bolstered, deeply comfortable sport seats are elegant, yet simply appointed, with adjustments for slide, recline, headrest, and driver-side seat cushion height. The fold-down 50/50 split rear seat features a security lock to help keep your belongings secure.



FINE LINES. It's a fine line between classic styling and true aerodynamics, and only a few attain it. This sleek GT Liftback snags the looks but evades the wind with an eye-pleasing, streamlined 0.32 coefficient of drag.

UNCONVENTIONAL WISDOM. Commonplace thinking has it that you must sacrifice comfort for exceptional handling; beauty for utility. Not in Celica. The MacPherson strut front, and dual-link rear suspension has added subframes for better road input and rigidity, offset with coil springs and bump-flooding high-performance shocks to provide excellent suspension... and

NO COMPROMISES ALLOWED

generous comfort. The convenient rear hatch opens to admit large items, and it enhances the fastback look of the sloping rear end.

TIME TO RUN. The optional rear spoiler that helps keep the GT Liftback snug to the road may just be all the old crowd will see of you for a while. Have fun. That's what life in the GT Liftback is all about.



GT Liftback shown in Sea Spray Pearl with optional equipment.

G T S P O R T P A C K A G E



GT Liftback shown in Renaissance Red with Sport Package and other optional equipment.



T H E W H O L E C A R I S A S P O I L E R. The GT Liftback with optional Sport Package will spoil you for ordinary driving—as if to signify this, the optional spoiler on the sleek, raked rear end is one more working performance detail. It helps increase road contact at highway speeds by directing air downward.

M A K I N G T R A C K S. It's easy in the all-new Celica GT Liftback with optional Sport Package. You're in cool control of some exceptional technology that makes your driving experience full of convenience and lots of fun. The performance-tuned MacPherson strut front suspension, dual-link rear suspension and front and rear sub-frames are as surefooted carving the curves on a mountain

L A C E D W I T H P E R F O R M A N C E

road as they are cruising the boulevard in the city. For either driving situation, add the optional Anti-lock Brake System (ABS), and stop in your tracks. The sport suspension available on the GT Liftback with Sport Package includes advanced shocks with special valves to improve control. The sporty suspension communicates the road to you, providing a feeling of stable, predictable cornering.



LE A N O N M E. Body lean in cornering is kept to a minimum with the Sport Package sport suspension and front and rear stabilizer bars. The precision-tuned suspension delivers a firm, sporty, yet predictable and smooth ride.



A L L O Y E Y E - C A T C H E R S. Featured on the GT Liftback with optional Sport Package, aluminum alloy sport wheels combine good looks with lightness; fitted with low-profile 205/55VR15 road-holding radials, they're one more true performance feature.





CENTER CONSOLE.

Keep valuables out of sight and within reach. The convenient armrest compartment is a great place to put cassettes, sunglasses and other valuable things you want to store.



FINDING COMFORT IN PERFORMANCE AND VICE VERSA.

There's such a thing as seat-of-the-pants communication between a machine and a human. Plate it. So do race car drivers. Sometimes this synergy gets buried in plush, but not in the unique Sport Package sport seats that offer firm yet comfortable shoulder, waist and hip fit and support. And the optional

PERFORMING COMFORT

Leather Trim Package shown at right relaxes to further fit the contours of your body. Lean back and take comfort in the performance.

YOU'LL EVEN ENJOY IT DURING RUSH HOUR.

When it's hot outside and freeway speeds reach single digits, take comfort in the fact that the optional air conditioning has no chlorofluorocarbons (CFCs). Let the power windows shut out the world. Turn on the high-fidelity concert hall sound system, and find a nearby off-ramp that leads to some very curvy back roads.



SOUND PERFORMANCE.

The optional Premium ETR/Cassette with programmable equalization and 6 speakers is a desirable player of favorites for discriminating audiophiles.



ENHANCEMENTS



GOING STEADY. Set it and forget it—you're up to speed and staying there with Celica's optional cruise control, a steady speed-holder with a memory setting.



A CLEAR LOOK BACK. The optional rear spoiler is a sporty addition to your ST or Coupe models. And the intermittent rear window wiper for the ST Liftback (standard on GT Liftback) is one option that improves a look into your past.

NOW, FOR THE REASON YOU CHOSE CELICA IN THE FIRST PLACE.

You chose Celica to look good when you did the next best thing—the things that was to do! Celica now makes you look better than ever. A new

GET A LOAD OF THIS

investment in options and accessories is a great way to add style, comfort, convenience and utility, or fun that may conform to your own personal sense of style. Maybe you can't see how all those conveniences fit together. Toyota's got you covered.

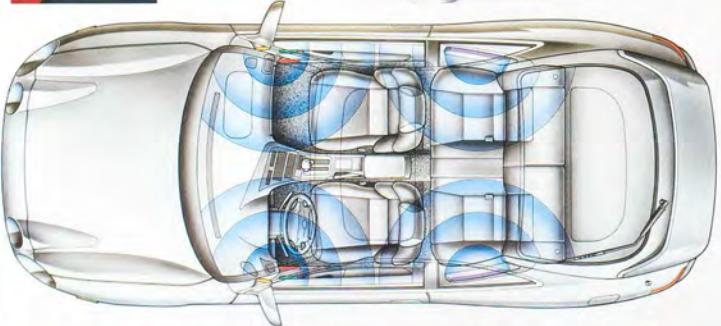
FINGERIP POWER POD. The Power Package** gives you fingertip control of optional power door locks, plus power windows that include a driver-side one-touch "auto-down" feature and 60-second retained power function.



GRAND OPENING. Sun worshippers will welcome the fresh-air option of the power tilt-slide moonroof with overhead maplights. To add to its aerodynamic function, choose the sleek wind deflector accessory.



EXTENDED PLAY REDEFINED. Be your own programmer, and listen to your all-time favorites all day long, sunup to sundown. Add the remote-mounted 6-Disc CD Changer* accessory to your sound system, and play in traffic as long as you like.



TRIPLE PLAY. Optional Premium 3-in-1 ETR-Cassette/CD* with 8 speakers gives you three brilliant sources of satisfying sound and dramatic fidelity in one compact unit.



SPUN SILVER. The ST's alloy wheel accessories add a finishing touch to the speed-rated radials. So take a spin in style.



ON CALL. Choose either a fixed in-car mobile or a portable cellular phone system. The latter allows you to talk from beyond your Celica and both feature a "hands-free" kit.†



PRIVATE SECURITY FORCE. The Toyota Vehicle Security System (TVSS) accessory shows that it's on-duty with a red warning light on the dashboard. If activated, the parking lights flash, the horn honks and the starter is disabled. You can also use it to unlock the power door locks from a distance.



*With Premium 3-in-1 ETR-Cassette/CD. **With Premium 3-in-1 ETR-Cassette/CD. *Not available on ST models. †Not available on ST models. *For portable phone. Dealer supplies PDA. †Not available on ST models.

COLOR AND FABRIC OPTIONS

EXTERIOR FINISHES

INTERIOR



Alpine Silver Metallic Black



Star Spray Pearl Black or
Black/Ivory*



Solar Fusion Black



Shadow White Black



Renaissance Red Black or
Black/Ivory*



Topaz Metallic Black or
Black/Ivory*



Electric Blue Metallic Black or
Black/Ivory*



Turquoise Pearl Black



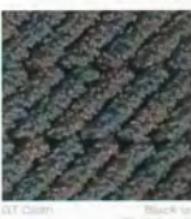
Black Black or
Black/Ivory*

INTERIOR TRIM LEVELS

COLORS



ST Cloth Black or
Black/Ivory**



ST Cloth Black or
Black/Ivory*



GT Sport Package Black



GT Leather Black or
Black/Ivory*

*Not available on GT Sport Package Cloth.
**GT models Black/Ivory Mocha's have Ivory headrests.

GT models Black/Ivory cannot have Ivory with
Mocha side bolsters.

(Optional GT Coupe and GTI models with Sport
Package lens.)

