

1981 CELICA BY TOYOTA



CELICA. THE ULTIMATE TOYOTA.



Toyota Celica for 1981 is more than an advanced-design concept, more than a world class automobile brought to still another pinnacle of performance. The 1981 Toyota Celica is a feeling that must be experienced to be believed; a machine that must be driven to be appreciated fully. You must come alive and feel at one with Celica, driver and vehicle in perfect tune, one response, one urge, one personality.

Toyota's Celicas—high-styled Sport Coupes, aerodynamic GT Liftback, and the most remarkable new Celica of all, the 6-cylinder, electronically fuel-injected 1981 Celica Supra—free you from the ordinary. By their very appearance,

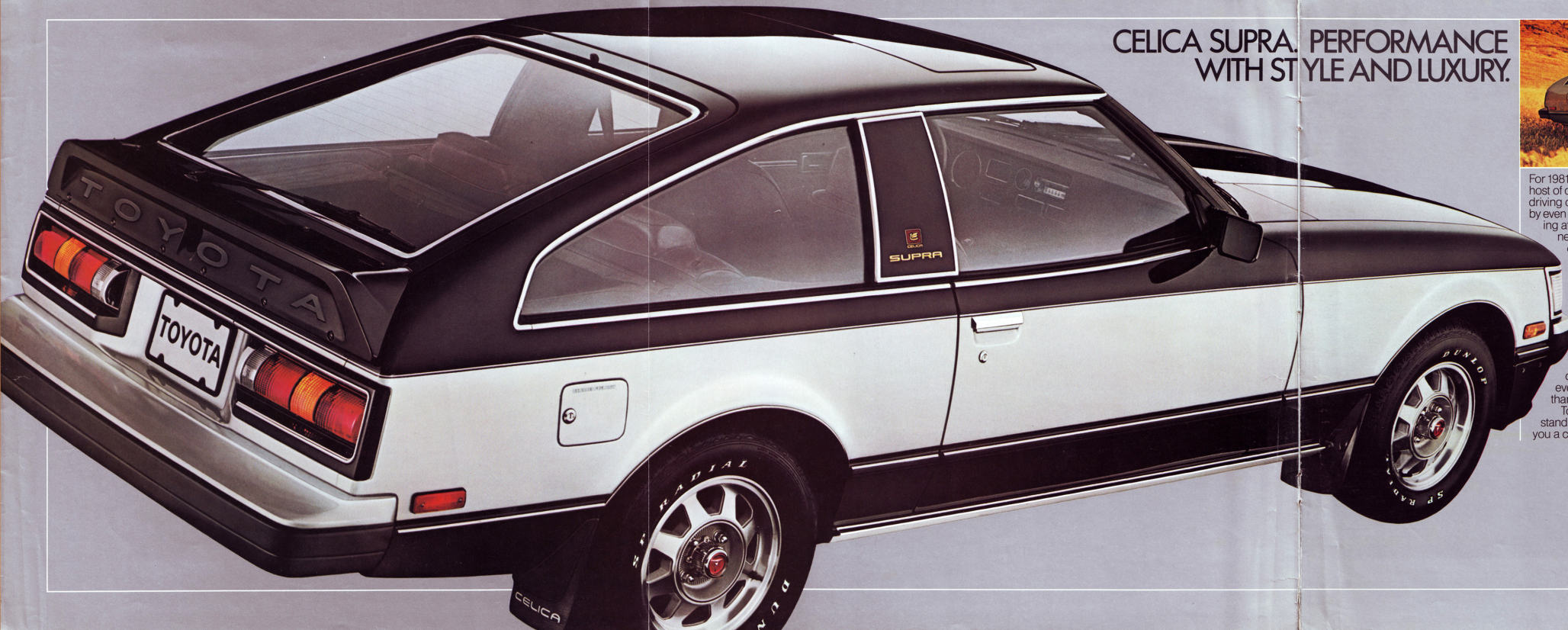
their robust performance, their quality and engineering excellence, these superb motorcars liberate the spirit to new heights of driving pleasures.

If you are new to Celica, you will want to drive the model of your choice, of course. Then, you'll experience a new awareness of crisp handling, confident roadability, and interior comforts and conveniences far beyond what you've known. Something else you may never have experienced before: admiring glances from passersby.

If you are re-visiting the Celica feeling, you'll appreciate the many subtle improvements and significant advancements—including better-than-ever fuel economy*—that make the Celica performance machines a pleasurable experience. In short, you'll find Celica a motoring experience that is second to none.

*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.

CELICA SUPRA. PERFORMANCE WITH STYLE AND LUXURY.



For 1981, Celica Supra incorporates a host of comforts, styling features and driving delights that will be welcomed by even the most sophisticated motoring aficionado. For example, the new 6-cylinder engine's state-of-the-art electronic fuel injection system instantly senses and responds to your every driving demand. It is designed to optimize the fuel combustion for efficient operation*.

Larger in displacement and with greater torque and horsepower, Supra's new 2.8 liter single overhead cam engine for 1981 promises even greater operating efficiency than before.

To make the most of this outstanding powerplant, Supra gives you a close-ratio 5-speed overdrive

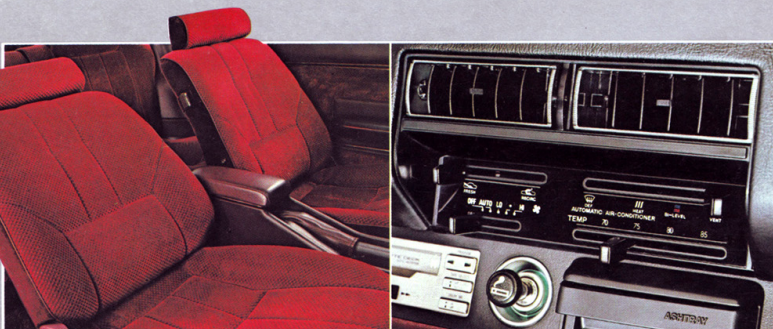
transmission. Or you can choose Toyota's 4-speed automatic overdrive transmission. Both transmissions lower engine revs in high gear to help reduce engine wear and increase fuel economy. Supra also gives you the ease of power steering, the comfort of a tilt steering wheel, and the confident stopping ability of power-assisted 4-wheel disc brakes.

New for 1981 is Supra's exciting Sports Performance Package option (shown at left). It offers the enthusiast an added touch of sports/touring handling and aerodynamics. Included are performance shock absorbers and springs, raised white letter tires, and functional front and rear spoilers. Another exciting way to personalize your 1981 Supra: add the available sliding sunroof.

If Celica is the ultimate Toyota, then Supra is, surely, the ultimate Celica.

*See EPA mileage statement on specifications page. Shown with optional equipment. See Features chart for details.

THE CELICA SUPRA. SEE THE LUXURY, FEEL THE COMFORTS, HEAR THE CONCERT-HALL SOUND, AND ENJOY IT ALL TO THE FULLEST.



Toyota spared no effort to make Celica Supra's interior refinements meet with your approval. For 1981, Supra's form-fitting bucket seats are tailored in a luxurious textured velour cloth, or in available glove-soft leather.

There is Supra's cushioned tilt steering wheel. The fully-padded instrument panel. A digital quartz clock. Of course, air conditioning is built in. Also designed into Supra is a remarkable solid-state electronic AM/FM/MPX stereo radio with digital station read-out and 4-speaker output. Also available: an auto-reverse stereo cassette

deck/graphic equalizer/amplifier Sound Package.

Celica Supra also offers an available Convenience Package that includes Cruise Control, automatic temperature control air conditioning, power locks and windows, and more.

Celica Supra. In the small world of true Gran Touring-type personal luxury automobiles it is, simply, the obvious choice.



Shown with optional equipment. See Features chart for details.

CELICA GT LIFTBACK. AMERICA'S FAVORITE SPORT.



For 1981, the Celica GT Liftback not only shows off a bold new stance from road wheels to rooftop, but it also heralds the arrival of a brand new powertrain. Based on the proven dependability and performance of previous designs that helped make Celica a leader in the

sporty-car field, this exciting new performance package includes a 2.4 liter, 4-cylinder SOHC

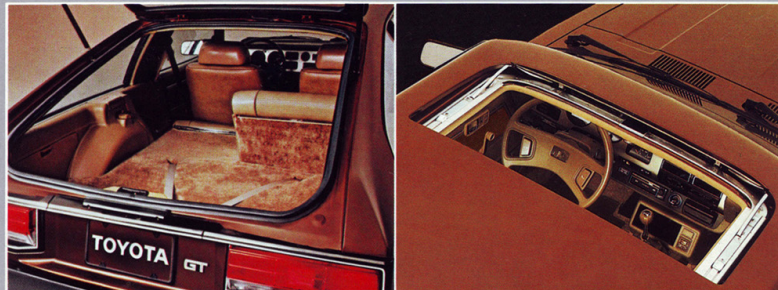
engine with higher horsepower and torque ratings than in last year's Celica GT. It is engineered to deliver even more of Celica's traditional blend of performance and Toyota Total Economy.

This new engine is teamed with a silky-smooth 5-speed overdrive transmission, or with optional 4-speed automatic overdrive; both lower engine revs in top gear for reduced engine wear and tear. Cruise Control is available with either transmission.

Underneath, the secret behind Celica's performance: MacPherson strut front suspension, front and rear sway bars, steel-belted radial tires, and power-assisted front disc/rear drum brakes.

The 1981 Celica is destined to continue its reign as "America's favorite sporty import."

Shown with optional equipment. See Features chart for details.



It is difficult to improve on perfection for, after all, the Celica GT Liftback has already earned a reputation as an outstanding automobile; indeed, it has led the way year-after-year in furthering the sporty-car concept among car lovers everywhere.

But one glance at the 1981 Celica GT Liftback's sleek, wind-piercing contours tells you that here is something special, something a world apart from its many imitators.

Complementing the Liftback's lean, clean lines for 1981 are the four rectangular headlights, with tungsten halogen hi-beams that reveal more roadway at night.

There, too, you'll find the aerodynamically-designed sail-type outside mirrors; distinctive brushed aluminum side pillars that artfully conceal fresh-air intakes; and the Liftback's new styled steel wheels.

All uniquely Celica. And all standard, of course.

Want to personalize your Liftback? Sporty raised white letter tires are available with one of the gleaming new two-tone paint combinations; or you can choose a sliding sunroof.

In truth, there are very few options for Celica GT Liftback. It is so complete a driving machine, so close to the ideal personal luxury car, there is little that can be added to improve on its performance or on its stylish lines.

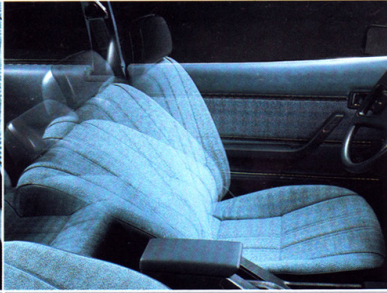
But there's a lot more than meets the eye. Turn the page for the inside story.

CELICA GT LIFTBACK. SPORTY, SPIRITED, SPECIAL.



Shown with optional equipment. See Features chart for details.

THE CELICA GT INTERIOR. A DRIVER'S ENVIRONMENT.



Celica GT for 1981 is a personal experience. Feel the comfort of the padded steering wheel, and the way your bucket seat adapts to your driving style—slide it forward or back, tilt it up or down, adjust the lumbar support for your back from firm to soft, until it's *you*. That's comfort, wrapped in your choice of cloth or knitted vinyl upholstery available in a range of colors.

Full instrumentation on the padded dashboard lets you monitor the GT's pulse at a glance. Headlight/dimmer and windshield wiper/washer controls are positioned so you don't have to take your hands off the steering wheel. The 5-speed shifter, or the optional 4-speed automatic overdrive's T-bar, is close at hand on the center console. Handy, too, is the available Cruise Control panel.

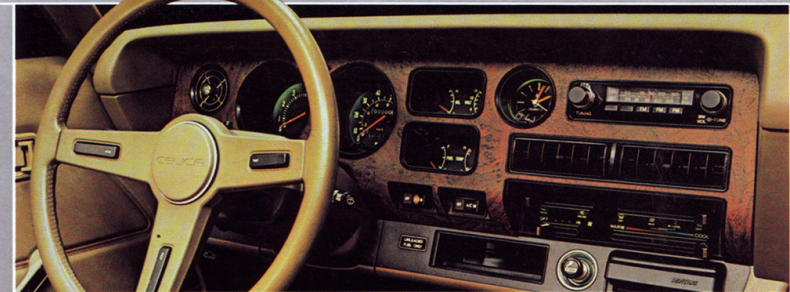
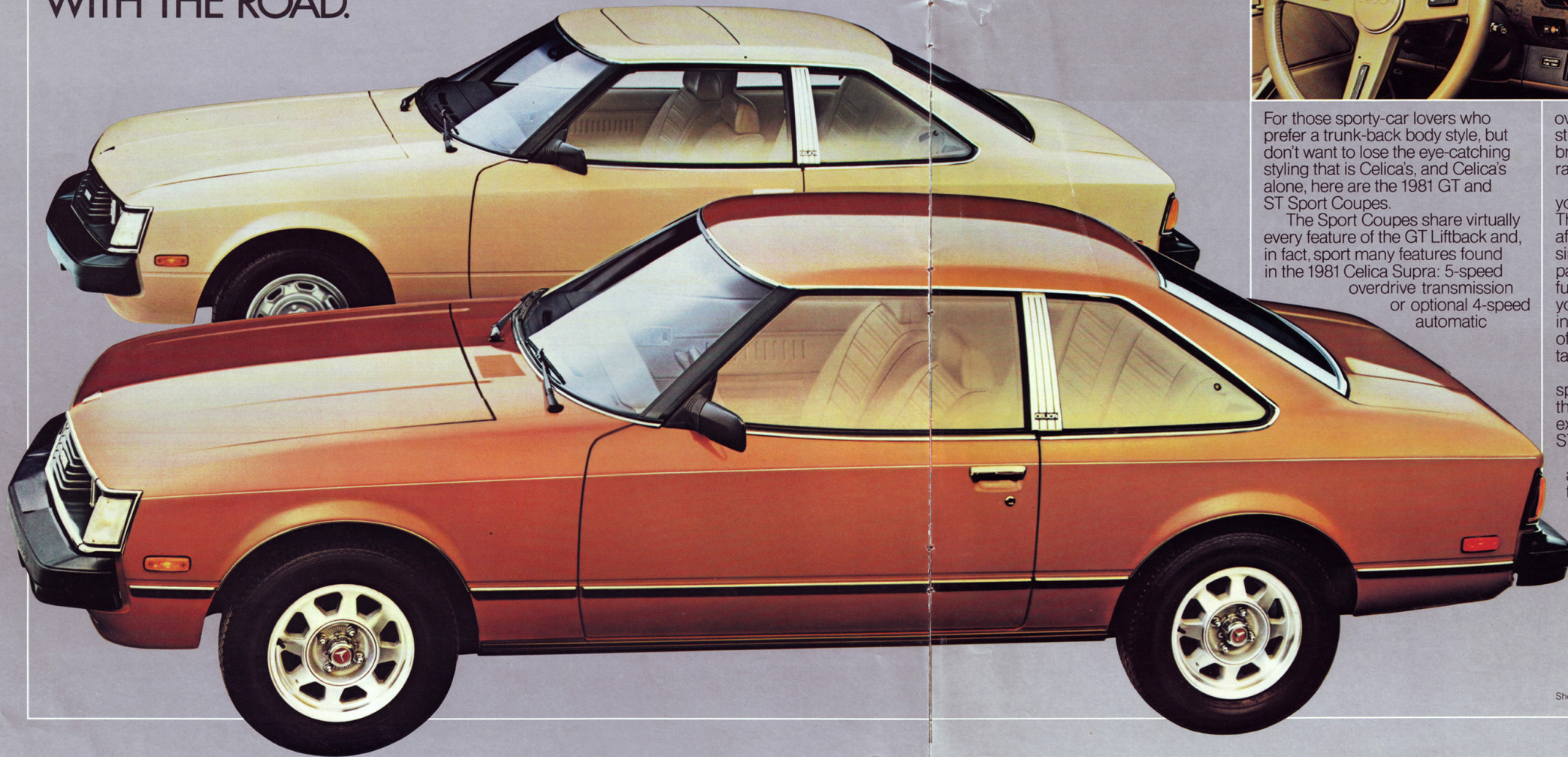
Passengers will enjoy the Celica GT, too. There's the ultra modern

digital quartz clock. An AM/FM/MPX stereo radio with 4-speaker concert-hall sound. The fully-reclining front bucket seats make long-distance travel a joy. And there is Celica's power-booster Flo-thru ventilation system—with individually adjustable fresh air intakes in the rear compartment—or available air conditioning for year-round comfort for all.

Like any great sporty machine, this is your kind of car—a driver's kind of car. But the Celica GT makes it clear: in today's automotive world you don't have to sacrifice comfort to enjoy the drive.



CELICA GT AND ST SPORT COUPES. TWO IN TOUCH WITH THE ROAD.



For those sporty-car lovers who prefer a trunk-back body style, but don't want to lose the eye-catching styling that is Celica's, and Celica's alone, here are the 1981 GT and ST Sport Coupes.

The Sport Coupes share virtually every feature of the GT Liftback and, in fact, sport many features found in the 1981 Celica Supra: 5-speed overdrive transmission or optional 4-speed automatic

overdrive transmission, MacPherson strut front suspension, power-assisted brakes and sure-footed steel-belted radial tires.

Both offer a spacious trunk for your luggage or sports equipment. The ST Sport Coupe, the most affordable Celica of all, features a simulated woodgrain instrument panel with quartz crystal clock and full instrumentation. Of course, you can satisfy your every whim for individuality by adding a full range of Celica options—from sunroof to tape deck to power steering.

If your pleasure is a trunk-back sporty car, nothing comes close to the 1981 Celica GT Sport Coupe—except its running mate, the Celica ST Sport Coupe.

A difficult decision to be sure, but a choice made far easier by the fact that both are quality-built Toyotas.

Shown with optional equipment. See Features chart for details.

CELICA FEATURES

A complete list of the 1981 Celica's standard features is charted for your convenience on a following page. All Celicas feature a new 2.4 liter 4-cylinder engine that offers more horsepower and torque—plus greater fuel efficiency.* MacPherson strut front suspension, power-assisted brakes (disc front, drum-type rear) and steel-belted radial tires are all standard. For 1981, Celica GTs sport styled steel wheels with trim rings, and quad headlights with tungsten halogen hi-beams. GT models also include AM/FM/MPX stereo radios, with 4-speaker sound. Sail-type outside rear view mirrors are standard, with a remote control driver's side mirror on GT Liftback and Sport Coupe. All Celicas have full instrumentation, with oil pressure and coolant temperature gauges, fuel gauge and voltmeter.



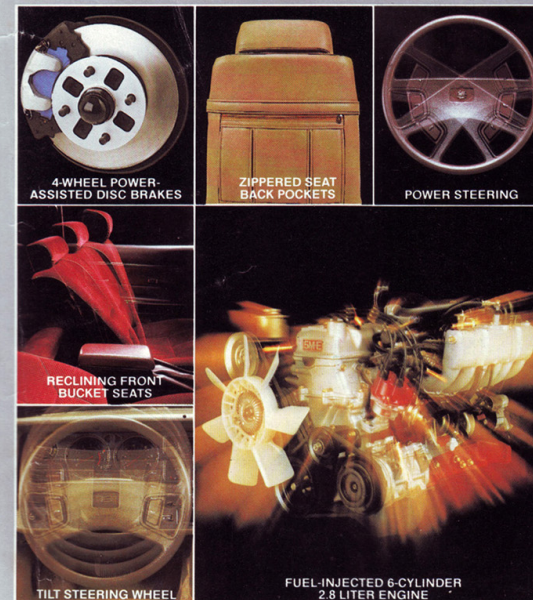
CELICA OPTIONS

Your 1981 Celica can be personalized to suit your special driving needs. Check out the chart, then decide. If you'd prefer to have your Celica do the gear-changing for you, you may want to add Toyota's 4-speed automatic overdrive transmission—a proven, gas-saving innovation that Toyota was the first to introduce in America. Or perhaps you'll want to spoil yourself a little with power steering for near-effortless parking. You can dress-up your GT Celica with shiny aluminum alloy wheels or add a rear window shade kit to any Celica to help keep the rear window cleaner and the interior cooler. For all-weather, all-climate comfort, air conditioning is available on all models, as is a sunroof. Or add Celica's stereo Sound Package with electronic digital-readout AM/FM/MPX tuner/stereo cassette deck/graphic equalizer/amplifier.



CELICA SUPRA FEATURES

Few automobiles—including those costing many thousands of dollars more—can compare with Celica Supra. The magnificent Supra powerplant, a 6-cylinder electronically fuel-injected masterpiece of precision, is at the forefront. Then, too, consider Supra's 4-wheel power-assisted disc brakes, power steering and tilt steering wheel. For driving comfort, there is Supra's 6-way adjustable driver's seat, air conditioning, and superb AM/FM/MPX electronic radio with digital station read-out and 4-speaker sound. An illuminated entry system lights the way into your Supra at night with the turn of the key in the doorlock. The center console contains an extendible maplight. And, of course, Supra has a full array of instruments set into its padded dash, including a resettable tripmeter.



CELICA SUPRA OPTIONS

The Supra leaves its owner with the pleasure of selecting from a list of available equipment to meet every motoring need. For those who prefer to let Supra do the shifting for them, there is Toyota's 4-speed automatic overdrive transmission. For sun worshippers and romantics, there is Supra's sliding sunroof. Or you could add a stereo tape cassette/graphic equalizer/amplifier Sound Package for studio-like audio control. There are two other exciting packages created exclusively for the 1981 Supra. First there is Supra's Sports Performance Package option with its competition-inspired suspension and unique styling touches. Then there is the Convenience Package with automatic temperature control air conditioning, Cruise Control and other conveniences. Both packages are detailed on the following page.



*See EPA mileage statement on specifications page. Standard features and options pictured above vary according to models. See Features chart for complete details.

CELICA FEATURES

	CELICA SUPRA	GT LIFTBACK	GT SPORT COUPE	ST SPORT COUPE
S—Standard O—Optional —Not available				
2.8 liter 6-cylinder SOHC engine	S	—	—	—
2.4 liter 4-cylinder SOHC engine	—	S	S	S
Electronic fuel injection	S	—	—	—
Fully transistorized ignition system	S	S	S	S
5-speed overdrive transmission	S	S	S	S
4-speed automatic overdrive transmission	O	O	O	O
Power-assisted brakes (front disc, rear drum)	—	S	S	S
Power-assisted brakes (4-wheel disc)	S	—	—	—
Steel-belted radial ply tires	S	S	S	S
Raised white letter tires	O*	O**	O**	—
Styled steel wheels	—	S†	S†	S
Wheel trim rings	—	S	S	O
Aluminum alloy wheels	S	O	O	—
Tachometer, voltmeter, oil pressure and coolant temperature gauges	S	S	S	S
Convenience Package—includes Cruise Control, automatic temperature control air conditioning, power locks & windows, special interior trim	O	—	—	—
Cruise Control	O†	O	O	—
Sports Performance Package—includes sports suspension, raised white letter tires, front and rear spoilers	O	—	—	—
Power steering	S	O	O	O
Steering-column-mounted headlight, headlamp flasher, windshield wiper/washer and turn signal controls	S	S	S	S
6-position tilt steering wheel	S	S	S	—
Intermittent windshield wiper control	S	S	S	—
Air conditioning	S	O	O	O
Electric rear window defogger	S	S	S	S
Split fold-down rear seat	S	S	—	—
Locking fuel filler door with inside remote release	S	S	S	—
Tinted glass	S	S	S	S
Reclining front bucket seats	S	S	S	S
Cloth or knitted vinyl seat trim	—	S	S	—
Knitted vinyl seat trim	—	—	—	S
Textured velour cloth seat trim	S	—	—	—
Leather seat trim	O	—	—	—
Drivers seat adjustable lumbar support and seat tilt mechanism	S	S	S	—
Power-assisted Flo-thru ventilation	S	S	S	S
Simulated woodgrain instrument panel and console	—	—	—	S
Simulated brushed aluminum instrument panel and console	—	S	S	—
Fully padded instrument panel, center console with mobile maplight	S	—	—	—
Cut pile wall-to-wall carpeting	S	S	S	S
AM/FM/MPX 4-speaker stereo radio	—	S	S	O
Electronic AM/FM/MPX 4-speaker stereo radio	S	—	—	—
Electronic AM/FM/MPX tuner, cassette, equalizer/amplifier	O	O	O	—
8-track or cassette stereo tape deck	O	O	O	O
Digital quartz clock	S	S	S	—
Tungsten halogen hi-beam headlamps	S	S	S	—
Dual outside mirrors with drivers side remote control	S	S	S	—
Sunroof	O	O	O	O
Rear window shade kit	O	O	O	O
Rear window wiper/washer	O	O	—	—

*With Sports Performance Package option. **With two-tone paint.
†With trim rings. ‡Included with Convenience Package option.

CELICA SPECIFICATIONS

	CELICA	CELICA SUPRA
ENGINE TYPE	4-cylinder in-line SOHC	6-cylinder in-line SOHC EFI
DISPLACEMENT	2.4 liters (2367 cc)	2.8 liters (2759 cc)
HORSEPOWER (SAE NET)	96 hp @ 4800 rpm	116 hp @ 4800 rpm
TORQUE (SAE NET)	129 ft. lbs. @ 2800 rpm	145 ft. lbs. @ 3600 rpm
BODY/FRAME CONSTRUCTION	Unitized body	Unitized body
SUSPENSION FRONT	MacPherson strut with coil springs, stabilizer bar and double-acting shock absorbers	MacPherson strut with coil springs, stabilizer bar and double-acting shock absorbers
SUSPENSION REAR	4-link with coil springs, lateral track bar, double-acting shock absorbers, and stabilizer bar	4-link with coil springs, lateral track bar, double-acting shock absorbers, and stabilizer bar
STEERING TYPE	Recirculating ball, collapsible shaft	Recirculating ball, collapsible shaft
BRAKES	Power-assisted (front disc, rear drum)	Power-assisted (4-wheel disc)
	GT LIFTBACK	GT SPORT COUPE
EXTERIOR DIMENSIONS (inches)		ST SPORT COUPE
Wheelbase	98.4	98.4
Overall Length	175.5	175.5
Overall Width	64.6	64.4
Overall Height	50.8	51.2
Tread Width	(front) 53.1	53.1
	(rear) 53.7	53.7
INTERIOR DIMENSIONS (inches)		
Head Room, without sunroof	(front) 37.0	37.0
	(rear) 37.0	37.3
Leg Room	(front) 41.2	41.2
	(rear) 31.5	31.5
Shoulder Room	(front) 52.8	52.8
	(rear) 50.9	50.9
CURB WEIGHT (lbs.)	2641	2597
CAPACITIES		
Cargo Area, rear seat down (cu. ft.)	25.1	N.A.
Fuel Tank (gallons)	16.1	16.1
TIRES		
Type	Steel-belted radial ply blackwall	Steel-belted radial ply blackwall
Size	185/70SR14	185/70SR14
EXTERIOR COLORS †		
CELICA		CELICA SUPRA
White	Dark Blue Metallic	White
Silver Metallic	Light Blue Metallic	Silver Metallic ‡
Bright Red	Black	Red Metallic
Copper Metallic	Red/Black	Beige Metallic
Orange Metallic	Yellow/Black	Taupe Grey
Beige	Silver Metallic/Black	Light Blue Metallic
Yellow		Black Metallic ‡
		Black Metallic/Silver Metallic ‡
		Deep Red/Beige Metallic
N.A.—Not applicable. †Some colors are not available on all models. ‡Clear coat paint finish.		

*EPA STATEMENT. EPA mileage figures not available at time of printing. Consult your Toyota dealer.
†Remember. Compare this estimate to the EPA "Estimated MPG" of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length.
‡Specifications and equipment based on the available information at time of printing and subject to change without notice. Cover vehicle and others shown with optional equipment. See Features chart for details. For information on additional options and accessories, contact your Toyota dealer.

TOYOTA. THE QUALITY STORY.

Quality is a way of life at Toyota.

When your Toyota dealer hands you the keys to your new Toyota, pause for a moment to think about the hundreds of pairs of expert hands and eyes that have conscientiously inspected every detail during its manufacture, shipping, and preparation for delivery.

If your new Toyota seems somehow familiar to you, it may be because you helped design it. The first step in developing each new model is consumer research—finding out what people want in the styling, performance and features of the vehicles they drive. The ideas and suggestions of thousands of Americans have influenced the design of the Toyotas you see in the dealer's showroom.

On the Toyota assembly lines, quality control is all important. At every stage of manufacture each vehicle is tested and inspected. Assembly line workers wear white gloves to keep everything they touch spotless and scratch free. Workers who come in contact with the finished car body wear clothing without buckles or buttons.

Toyota employees never forget that each vehicle they help manufacture is going to be purchased, driven and enjoyed by someone relying on Toyota's dedication to perfection.

After the completed vehicles leave the factory, the quality control checks continue. There are at least three more inspections: at the pier in Japan, at the port of entry in the U.S., and at the dealership—all part of Toyota's continuing efforts to ensure complete owner satisfaction.

Toyota's quality story doesn't end with the sale. At more than one thousand Toyota dealers from coast to coast, skilled service technicians—many of whom are specially certified by the National Institute for Automotive Service Excellence (NIASE)—are ready to help keep Toyota owners

happy with reliable service.

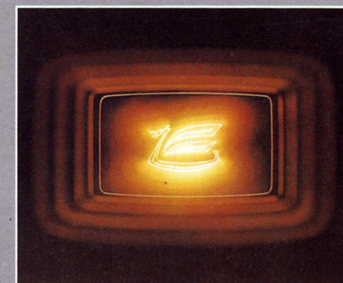
Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

You can count on Toyota to deliver quality vehicles, and you can count on Toyota dealers to reflect that quality in the way they do business: their professionalism, the expertise of their service personnel, and the availability of parts for maintenance and repair.

From drawing board to dealership, the name Toyota means quality—as shown by the consistently high levels of owner satisfaction with the quality of Toyota products*.

But even that remarkable fact isn't the closing chapter in the Toyota quality story. One other important fact remains: Toyota's gratifying resale value at trade-in time.

When you buy a Toyota, you're buying a commitment that has made millions of satisfied owners the world over feel good about driving a Toyota.



*According to a survey of 17,000 owners of new small cars.



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WHAT
A
FEELING
TOYOTA