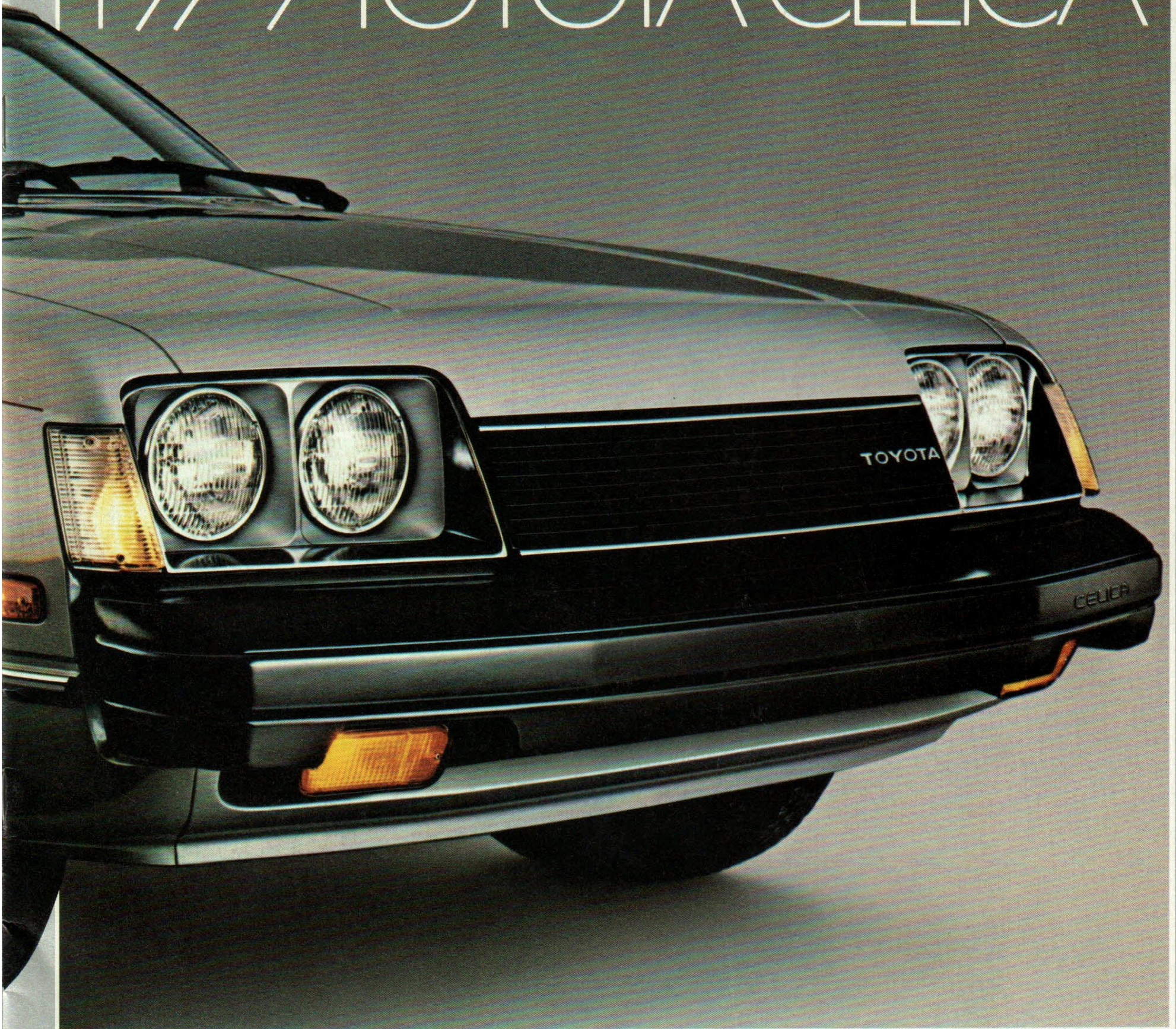


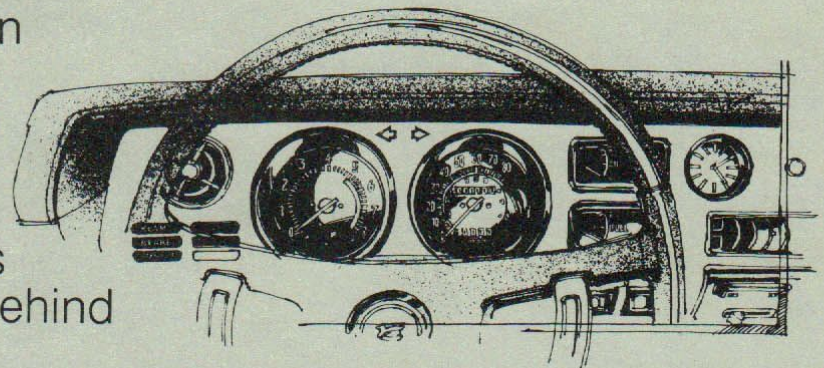
1979 TOYOTA CELICA



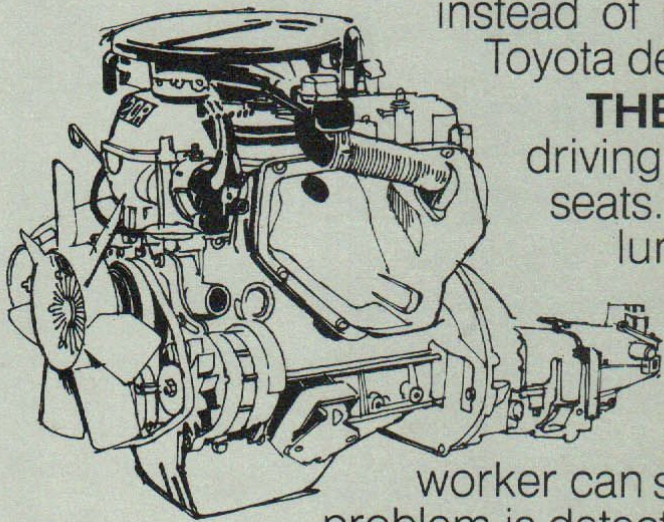
THE CELICA EXPERIENCE

Cruising the highway or cornering on a mountain road, the Celica experience is unforgettable. Because the 1979 Celica is Toyota's idea of what a sporty car should be. A precise blend of sleek design, driving excitement and personal luxury.

THE STYLING Your eyes glide over Celica's aerodynamically-designed body. Now settle in behind the leather wrapped steering wheel and scan the cockpit dash. A feeling of harmony. Everything set perfectly in place. Celica is a beautiful example of functional design and attention to detail.



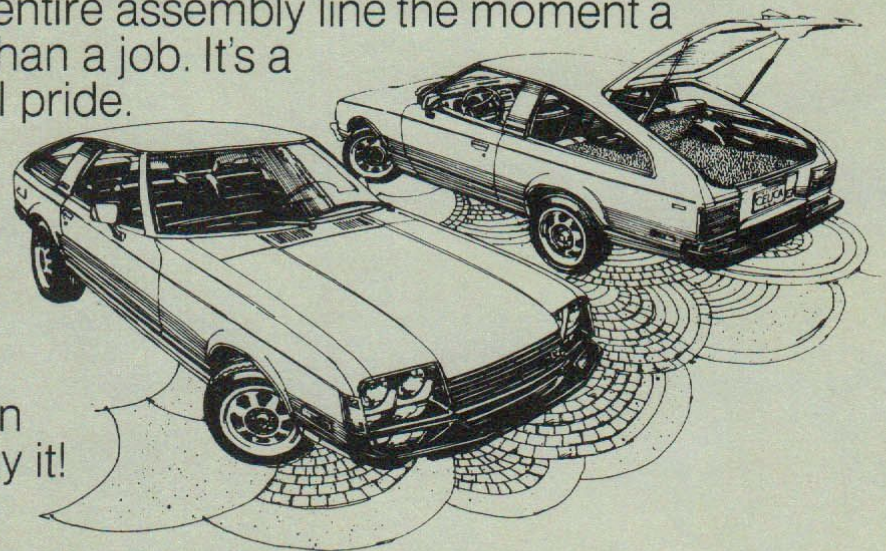
THE ENGINEERING Bring Celica's powerful 2.2 liter SOHC engine to life. Engage the 5-speed overdrive transmission, and discover Celica performance and handling. Then begin to experience Celica's long list of standard features. The important ones you can see, and the essential ones you can't. Like a solid unitized body, that's welded together instead of bolted. It's another example of quality engineering and Toyota dependability.

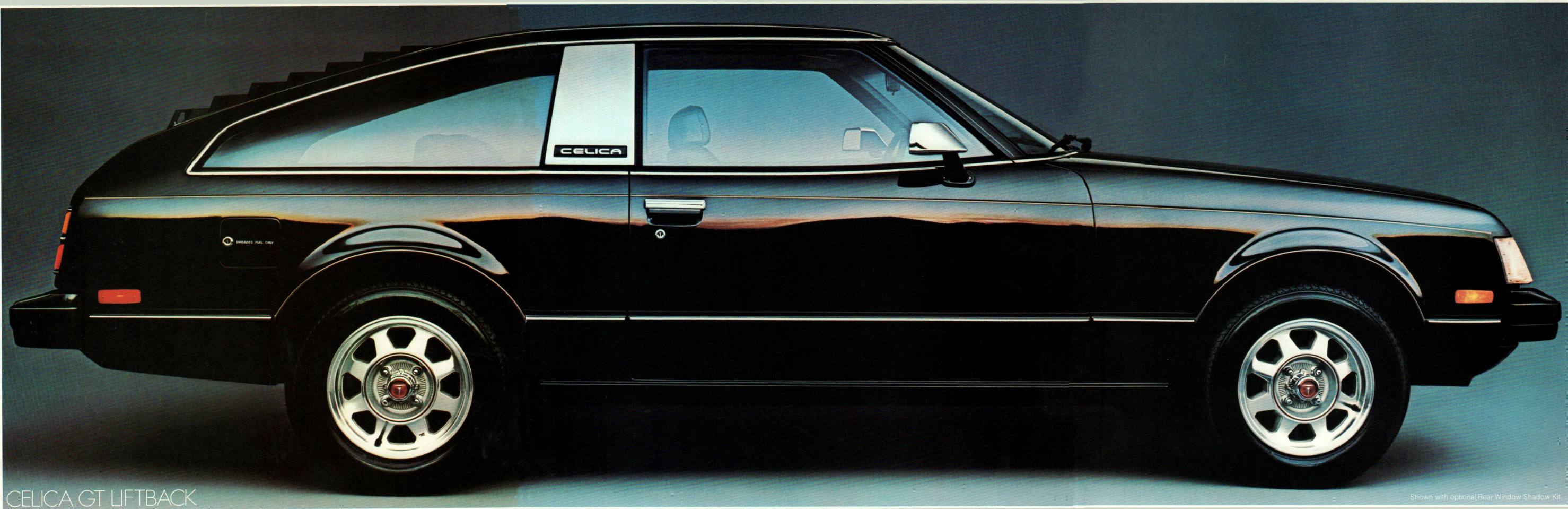


THE COMFORT Celica's interior was designed for luxurious driving comfort. Lean back and relax in the fully reclining bucket seats. On GT models the driver's seat features an adjustable lumbar support and a seat tilt mechanism.

THE QUALITY Celica symbolizes Toyota quality and craftsmanship. A concern for efficient, functional design that's reflected in every car and truck we build. Because Toyota people really care. For instance, any production worker can shut down an entire assembly line the moment a problem is detected. It's more than a job. It's a matter of tradition and personal pride.

So when you buy a Toyota you know you're getting a quality car. One that's designed to be an outstanding value, on the day you buy it and every day you drive it. Experience the 1979 Celica. Then, if you can find a better built small car... buy it!





CELICA GT LIFTBACK

Shown with optional Rear Window Shadow Kit



The wide-opening rear hatch opens to a spacious, fully carpeted cargo area that makes loading and unloading simple. Fold down the split rear seat and get even more room for cargo.

The Toyota GT Liftback. It's the ultimate Celica experience. An aerodynamic beauty, with the styling of a sports car and the practicality of a family car. From the striking cockpit dash with leather-wrapped steering wheel and full instrumentation to its sporty styled wheels, Celica was made to be admired. The long list of performance features starts with a gutsy 2.2 liter SOHC engine coupled with a gas saving* 5-speed overdrive transmission. Celica gives you the best of both worlds—driving excitement and operating economy. The list of standard features goes on to include steel belted radials, road smoothing MacPherson strut front suspension, power-assisted front disc brakes, and much more. An optional 3-speed automatic transmission is also available.

All the personal comforts are there too, like fully reclining front bucket seats, power-booster Flo-thru ventilation, AM/FM/MPX stereo radio and a specially engineered driver's seat with six-way comfort adjustments and three-position lumbar support. Functional styling, dynamic performance, and traditional Toyota dependability. The 1979 Celica GT Liftback has it all.

*See EPA mileage statement on specification page.



Shown with optional Aluminum Alloy Wheels and Rear Window Wiper.

CELICA GT LIFTBACK

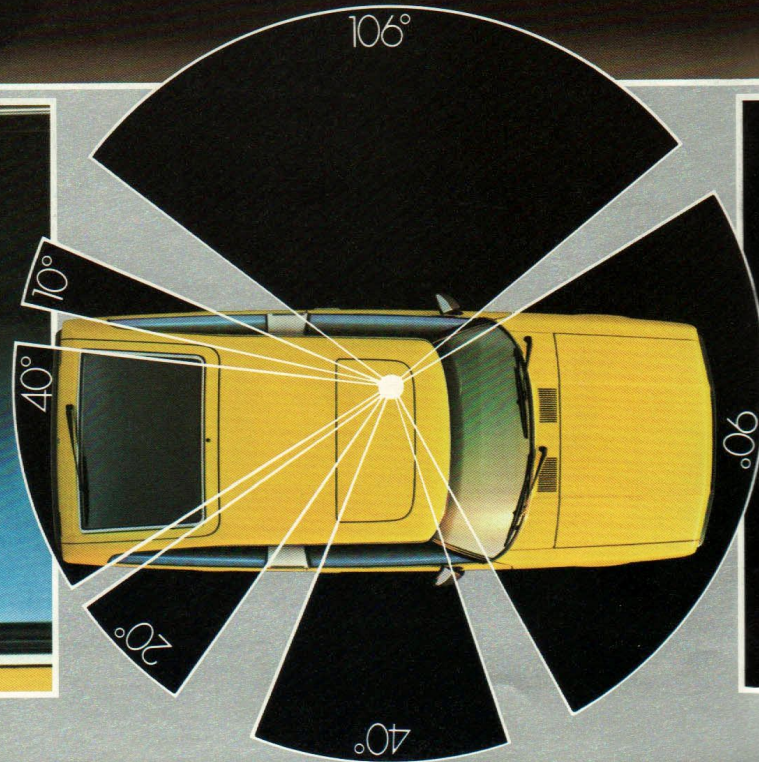


The Toyota Celica GT Liftback. A beautiful example of form and function in perfect harmony. A masterpiece of engineering, with a design that's been proven—in the lab and on the road. One test drive will prove it to you too. Because Celica is much more than beautiful, much more than a sleek design with the timeless quality of a true classic... it's practical. Extensive wind tunnel testing has resulted in a clean, aerodynamic body design that's years ahead of its time. An efficient design, that contributes to Celica's great performance and road stability without sacrificing interior room.

This combination of beauty and practicality is also demonstrated in the Liftback's attractive brushed stainless steel "B" pillar that doubles as an intake vent for comfortable Flo-thru ventilation. Even the steel reinforced black urethane-covered bumpers provide both advanced styling and added protection.

The new Celica Liftback is practical on the inside too. The interior was designed for comfort and convenience, with spacious curved glass surrounding the passenger compartment for near panoramic visibility. Dual outside racing mirrors allow you to "see" even more. And for added convenience the driver's side mirror is remote-control operated.

Yes, by any standard, any way you look at it—performance, efficiency, beauty and function—the 1979 Celica GT Liftback is engineering excellence on wheels.





CELICA GT

Shown with optional Aluminum Alloy Wheels.



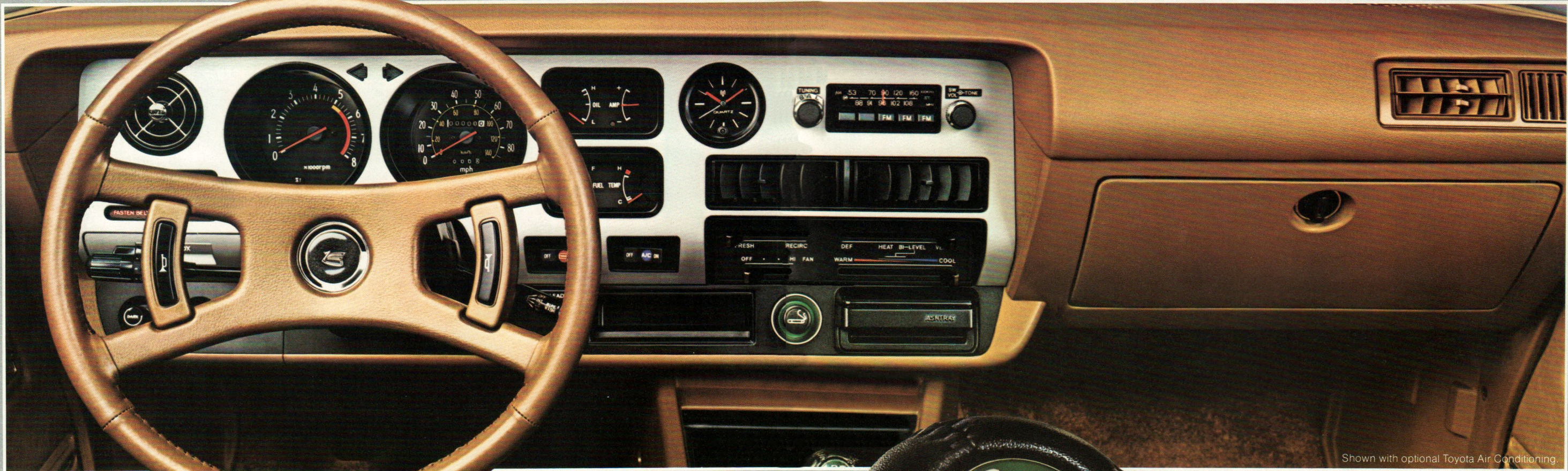
The Sport Coupe's fully-carpeted trunk area is surprisingly spacious. Typical of Celica's functional engineering, the spare tire is stored under the trunk floor, so you get more usable cargo space.

The Toyota Celica GT Sport Coupe. It lets you enjoy the aerodynamic styling and sporty performance of an expensive European sports sedan. But with traditional Toyota value.

The Sport Coupe's impressive list of standard features starts with a powerful 2.2 liter single overhead cam engine in tandem with a 5-speed overdrive transmission—the 5-speed by which all others are judged. The list continues with steel belted radials, power-assisted front disc brakes, styled steel wheels, MacPherson strut front suspension, AM/FM/MPX stereo radio and much more.

Everywhere you look you'll notice the GT's incredible attention to detail. From its dual outside racing mirrors and distinctive pin striping, to its fully-reclining bucket seats and genuine leather wrapped steering wheel, the Sport Coupe is an amazingly personal car. There's an impressive array of comfort and convenience features, including remote-control operated fuel filler door and outside mirror, and a special driver's seat that adjusts to over 100 positions.

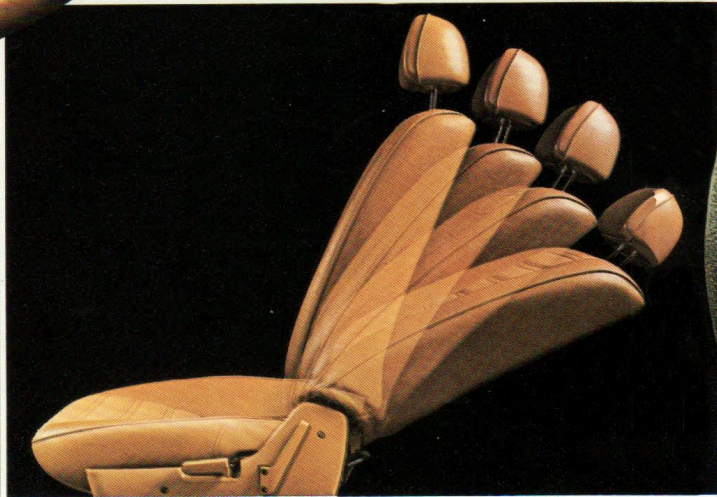
If you're looking for a sporty, well-equipped car with traditional Toyota dependability and operating economy, look no further than the 1979 Celica GT Sport Coupe. It's a beautiful expression of elegance, a perfect example of practicality in motion, an exciting way to enjoy the Celica experience.

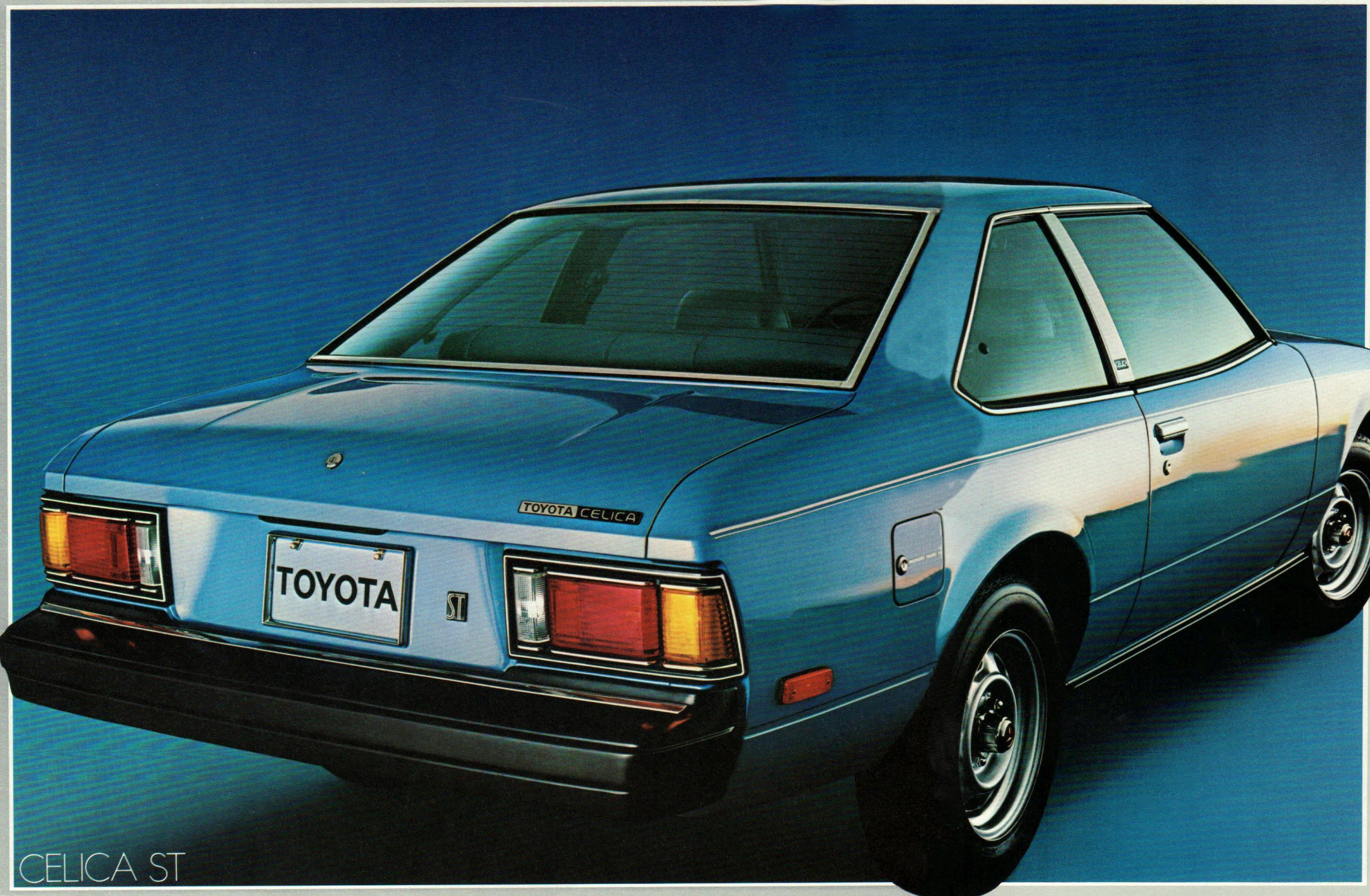


Shown with optional Toyota Air Conditioning.

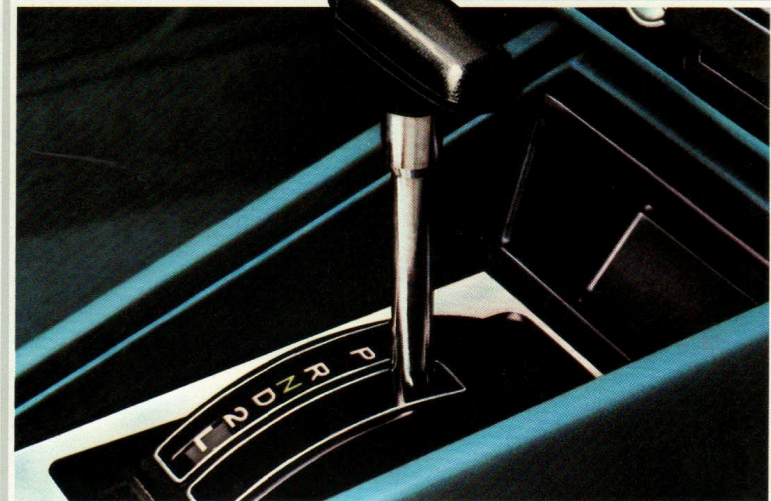
The interior of the Celica GT— Sport Coupe and Liftback—is a quiet, soothing environment. Even the advancing of the quartz crystal clock is reassuring. Sit behind the genuine leather wrapped steering wheel and adjust the specially engineered driver's seat. It moves in six different directions and has a separate three-position adjustment for lumbar support. Check the instrument panel. Electric tachometer, ammeter, oil pressure and coolant temperature gauges. Everything you need to monitor Celica's performance at a glance. Slide the 5-speed overdrive transmission into gear. It sets a new standard for smooth-shifting operation and helps reduce highway gas consumption* and engine wear as well. The Celica GT. Everything fits together perfectly. A harmonious blend of style, comfort and functional design.

*See EPA mileage statement on specifications page.





CELICA ST



An optional 3-speed automatic transmission is available on the ST Sport Coupe and GT Liftback models.

The ST Sport Coupe gives you everything you buy a Celica for, and more. Ultra-modern styling. Advanced engineering. Sporty performance and handling. It's all there, and yet the ST is the lowest priced Celica you can buy. But don't let the price tag fool you, the ST Sport Coupe is all Celica. A gutsy 2.2 liter SOHC engine and smooth shifting 5-speed overdrive transmission deliver the performance you want and the operating efficiency you need. Other standard features like power-assisted front disc brakes, MacPherson strut front suspension, steel belted radials, fully transistorized ignition system and power boosted Flo-thru ventilation help make the ST Sport Coupe such a great value. Now and for years to come.

Inside, you'll find comfort and convenience too. Like fully reclining front bucket seats. Headlight, windshield wiper/washer and turn signal controls that are steering column mounted for fingertip accessibility. And a cockpit-type dash with full engine instrumentation and a rich-looking simulated woodgrain finish. You even get a quartz crystal clock and AM/FM radio at no extra cost.

The 1979 Celica ST Sport Coupe. All the style, performance and standard features you want. All the quality you expect from Toyota. And all at a reasonable price.

YOUR TOYOTA DEALER

One of the best features of a Toyota is the dealer who goes with it. He's well equipped, of course, to answer any questions you might have about buying or leasing a new Toyota. He'll help you decide on the model and equipment that best suits your needs. A Toyota car or truck that's the right size for you or your family, styled the way you like it, and priced to fit your budget. That's his business. But he also knows that keeping you as a customer is what makes his business grow. You're his biggest incentive...so he'll treat you fairly and he'll do his best to see that every aspect of his dealership keeps you satisfied, from sales people to Parts Department. True, he wants to watch you drive away smiling in your new Toyota. But he also wants to watch you come back again.

Still smiling.

QUALITY SERVICE

Every car—even a Toyota—needs a little tender-loving-care in the form of an occasional servicing. And almost everywhere you travel there's a Toyota service department nearby. Over 1,000 dealers across the country are ready to listen...and to help, with dependable, efficient service.

If by chance you have a problem, they can pinpoint the

source to get you on the road again as quickly as possible. And your Toyota will be tended to by some of the best service technicians around...many specially certified by the National Institute for

Automotive Service Excellence (NIASE). They know Toyotas like nobody else. And they're your assurance that your Toyota is getting the best care possible.

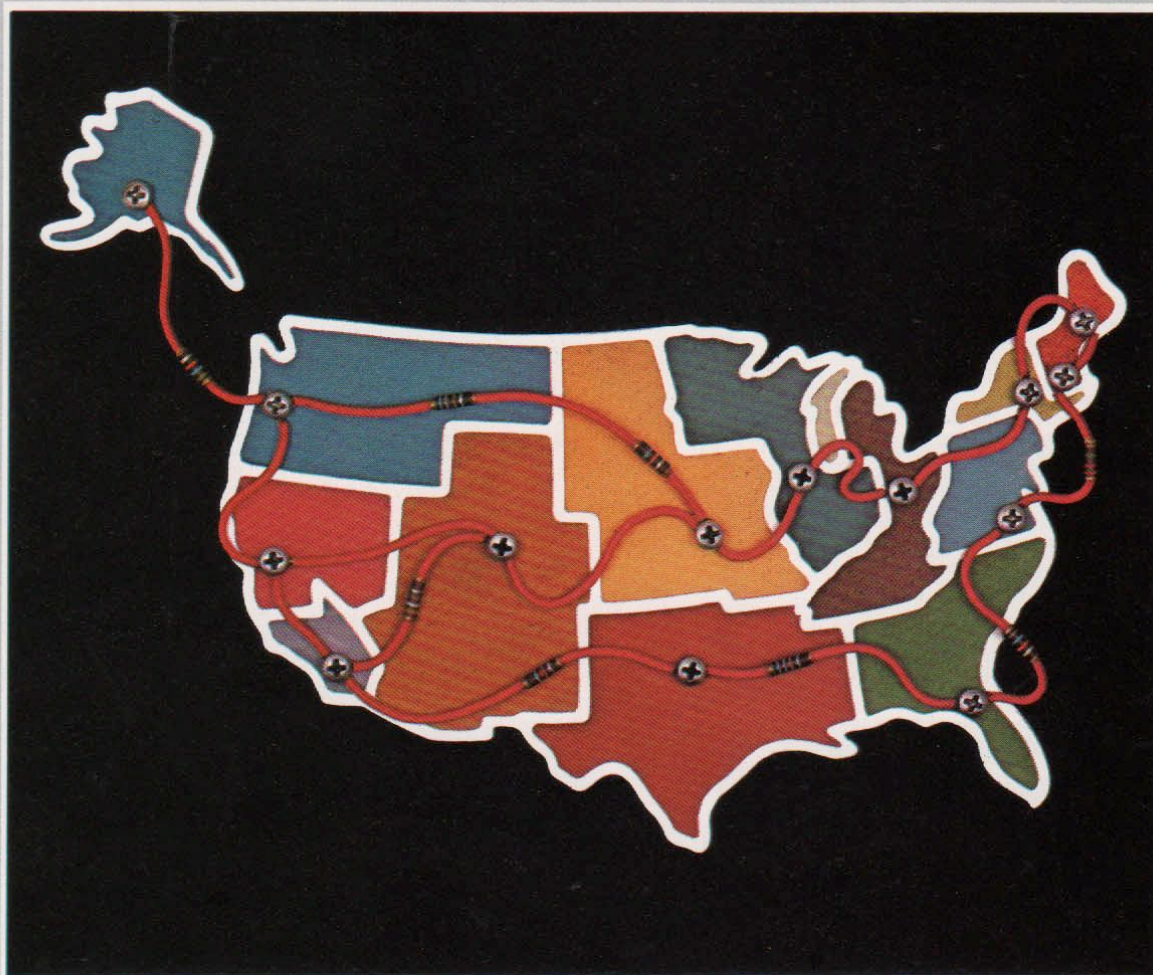
QUALITY PARTS

Availability of parts is one of the things your Toyota dealer is proudest of. His Parts Department is stocked with most anything your Toyota car or truck might need. But if for some reason he doesn't have a particular part, he'll get it fast...from one of our many regional parts centers across the U.S., and with the help of one of the most efficient, most sophisticated computerized systems in the industry. What's more, you'll know you're getting quality products. What else would you want to put in your Toyota?

THE QUALITY CHOICE

You may have a tough time deciding on the Toyota for you—your dealer offers you 30 different models from sporty cars and luxury sedans to rugged trucks and 4-wheel drive off-road vehicles. Plus you'll choose from a wide selection of colors and options. Once you do decide, though, your dealer will see that that special Toyota-for-you is spanking

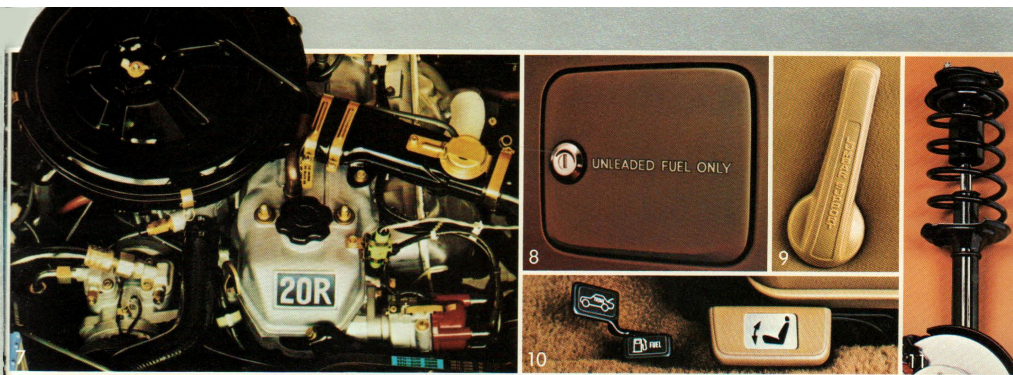
clean and in tiptop operating condition before you even get to drive it home. Quality cars and trucks. Quality service. Quality parts. And a dealer who delivers them all with a smile. That's tradition at Toyota.



CELICA FEATURES

	GT Liftback	ST Sport Coupe	ST Sport Coupe
S - Standard			
O - Optional			
- Not Available			
2.2 Liter Single Overhead Cam Engine	S	S	S
5-Speed Overdrive Transmission	S	S	S
3-Speed Automatic Transmission	O	-	O
Fully Transistorized Ignition	S	S	S
Power-assisted Front Disc, Rear Drum Brakes	S	S	S
Steel-belted Radial Ply Tires	S	S	S
Styled Steel Wheels	S	S	S
Factory Air Conditioning	O	O	O
MacPherson Strut Front Suspension	S	S	S
Unitized Body Construction	S	S	S
Body Side Protective Moldings	S	S	-
Wheel Arch Moldings	S	S	S
Black Urethane Bumpers	S	S	S
Electric Rear Window Defogger	S	S	S
Dual Outside Racing Mirrors	S	S	S
Driver's Outside Remote Control Mirror	S	S	-
Wide-opening Rear Hatch w/Inside Remote Release	S	-	-
Split Fold-down Rear Seat	S	S	S
Resettable Tripmeter	S	S	S
Intermittent Windshield Wiper Control	S	S	S
Inside Hood Release	S	S	S
Locking Fuel Door with Inside Remote Release	S	S	-
Visor Vanity Mirror	S	S	S
Locking Glove Compartment	S	S	S
Day/Night Non-glare Rear View Mirror	S	S	S
Molded Headliner	S	S	S
Reversible Ignition Key	S	S	S
Steering-column-mounted Headlight, Headlamp Flasher, Windshield Wiper/Washer and Turn Signal Controls	-	-	S
Simulated Woodgrain Steering Wheel	-	-	S
Genuine Leather-wrapped Steering Wheel	S	S	-
Pin Stripes	S	S	S
Windshield w/Tinted Glass and Integrated Radio Antenna	S	S	S
Cargo-door-operated Compartment Lamp	S	S	S
Cut Pile Wall-to-wall Carpeting	S	S	S
Parcel Retention Strap	S	S	S
Flip-out Rear Windows	S	S	S
Rear Seat Passenger Air Vents	S	-	-
Side-window Demisters	S	S	S
Reclining Front Bucket Seats	S	S	S
Knitted Vinyl Seat Trim	S	-	-
Vinyl Seats	-	-	S
Driver's Seat Adjustable Lumbar Support	S	S	-
Driver's Seat Tilt Mechanism	S	S	-
Power-assisted Flo-thru Ventilation	S	S	S
Simulated brushed Aluminum Instrument Panel and Console	S	-	-
Simulated Woodgrain Instrument Panel and Console	-	-	S
AM/FM Pushbutton Radio	S	S	-
AM/FM/MPX Stereo Radio	S	S	S
Electric Tachometer	S	S	S
Quartz Crystal Clock	S	S	S
Ammeter, Oil Pressure and Coolant Temperature Gauges	S	S	S

1. Fully transistorized ignition system for reliable starting
2. Warning light panel
3. Non-glare Day/Night Rear View Mirror
4. Conveniently located Headlight/Turn Signal Controls
5. Quartz Crystal Clock
6. Dependable, long-wearing steel belted radials
7. 2.2 liter SOHC engine for spirited yet economical performance
8. Locking fuel filler door for anti-theft protection (GT models only)
9. Adjustable lumbar control for firm back support (GT models only)
10. Remote control operated fuel filler door and rear hatch release (Liftback only)
11. Road hugging MacPherson Strut front suspension
12. Rear air vent for back seat comfort
13. Fingertip controlled windshield wiper/washer
14. Speedometer/Tripmeter
15. Electric tachometer redlines at 5500 RPM
16. Front air vents ensure a comfortable driving climate
17. Cigarette lighter
18. Rear window defogger melts away window condensation
19. AM/FM Stereo - the perfect driving companion. Optional on ST Sport Coupe
20. Fade resisting, power assisted front disc brakes
21. Fold down spill rear seat for extra cargo space (Liftback only)



CELICA OPTIONS

22. Aluminum alloy wheels - Help make a good thing look even better (GT models only)
23. Automatic Transmission - A durable, bandless, 3-speed for people who don't like to shift. Optional on the GT Liftback and ST Sport Coupe
24. Power Steering - Reduces steering effort for greater driving comfort
25. Factory Air Conditioning - To keep you cool and comfortable in any summer weather from mildly warm to sweltering hot
26. Sliding Steel Sunroof - Lets the sun and stars shine in and the fun begin. Operates by manual crank. Available on the GT models
27. Rear Window Wiper/Washer - Keeps the Liftback's window clean and clear in any weather
28. 8-Track or Cassette Stereo Tape Decks - Good companions to standard-equipped Celica radios for the ultimate in personal listening pleasure

Additional Options and Accessories - Door edge guards • Floor mats • Rocker panel stripes • Cargo area covers • Rear window shade kits
See your local Toyota dealer's complete line of Celica accessories

CELICA SPECIFICATIONS

BODY/FRAME CONSTRUCTION Unitized Body Construction
SUSPENSION FRONT MacPherson Strut w/Coil Springs, Stabilizer Bar and Double Acting Shock Absorbers
SUSPENSION REAR Four Bar Link w/Coil Springs, Lateral Track Bar and Double Acting Shock Absorbers
STEERING TYPE Recirculating Ball, Collapsible Shaft
BRAKES Power-assisted Front Disc, Rear Drum
ENGINE DISPLACEMENT AND TYPE 2189cc 4-Cylinder In-Line Single Overhead Cam

Horsepower (SAE Net) 90 hp @ 4800 rpm
 Torque (SAE Net) 122 ft./lbs. @ 2400 rpm

EXTERIOR DIMENSIONS (inches)

	GT Liftback	GT Sport Coupe	ST Sport Coupe
Wheelbase	98.4	98.4	98.4
Overall Length	173.6	173.6	173.6
Overall Width	64.6	64.6	64.4
Overall Height	50.8	51.2	51.2
Tread Width Front/Rear	53.1/53.7	53.1/53.7	53.1/53.7
Curb Weight (lbs.)	2530	2500	2480

INTERIOR DIMENSIONS (inches)

	GT Liftback	GT Sport Coupe	ST Sport Coupe
Head Room			
Front	37.0	37.1	37.1
Rear	37.0	37.3	37.3
Legroom			
Front	41.2	41.2	41.2
Rear	31.5	31.5	31.5
Shoulder Room			
Front	52.8	52.8	52.8
Rear	50.9	50.9	50.9

CAPACITIES

Fuel Tank (Gallons)	16.1	16.1	16.1
---------------------	------	------	------

TIRES

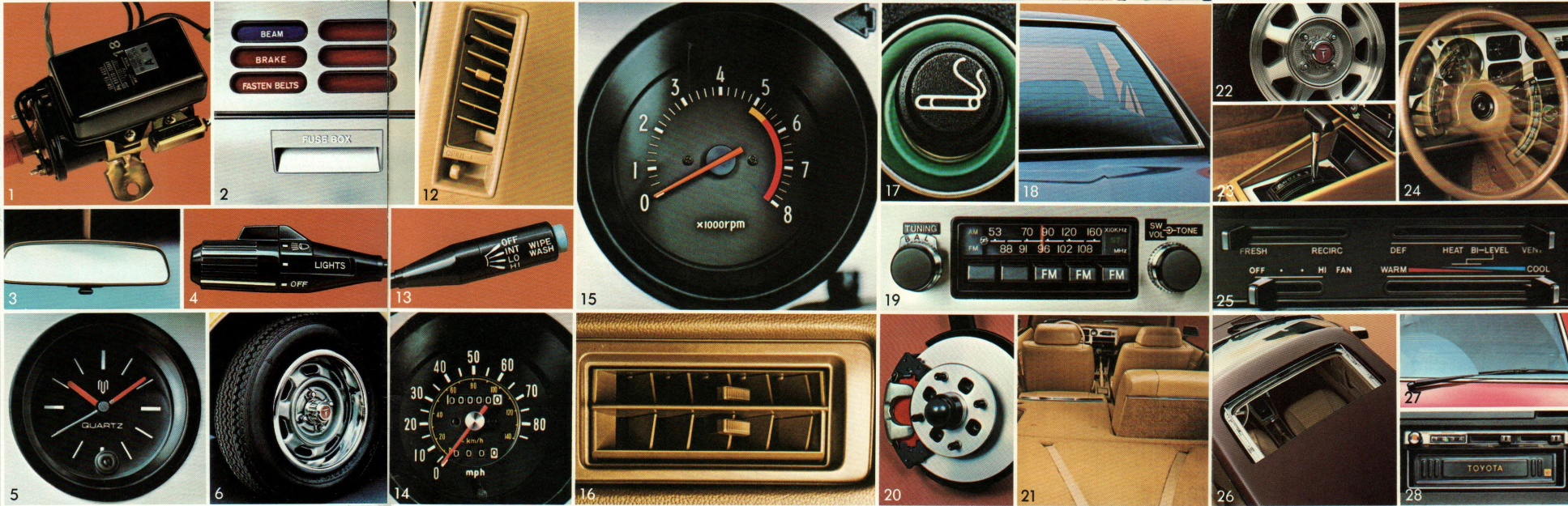
Type	Steel Belted Radial Ply	Steel Belted Radial Ply	Steel Belted Radial Ply
Size	185/70SR14	185/70SR14	175SR14

*EPA STATEMENT

EPA mileage figures not available at time of printing. Consult your Toyota Dealer.

*Remember, EPA gas mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.

Specifications and equipment are based on available information at time of printing, and are subject to change without notice. Some vehicles are pictured with optional equipment. See feature chart for complete details.



CELICA · COROLLA · CORONA · CRESSIDA · HALF-TON TRUCKS · LAND CRUISER



TOYOTA

Shown with optional Aluminum Alloy Wheels.