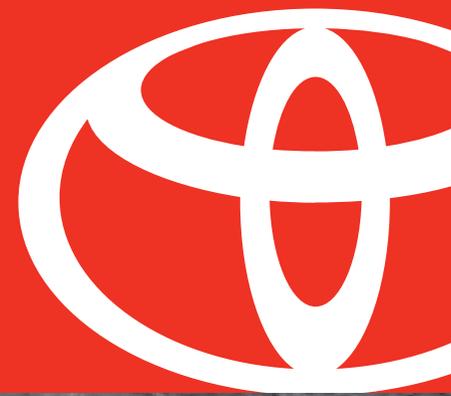
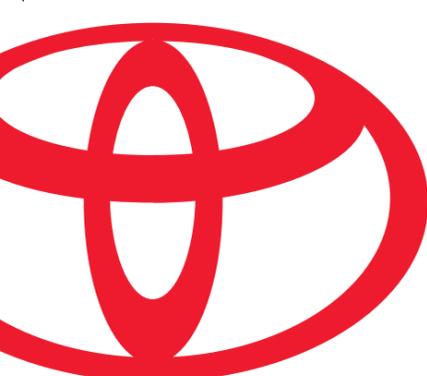


TOYOTA
the feeling never ends



2004 Celica



TOYOTA
the feeling never ends

2004 Celica

What if you could build a feeling?
You know, like a standard feature on a vehicle.
Power steering.
ABS brakes.
Love.
And not just build it once, but mass produce it.
So this feeling could live inside every car and truck that was built.
Anyone could have it.
You could have it.

And every time you got inside your car,
bracing your hands around the steering wheel,
your mouth curled up.
Your eyes widened.
Your heart skipped a beat.
You felt alive.

That's the Toyota feeling.
Along with the quality, durability and reliability you've come to expect.
Because feeling alive isn't just about love.
It's about having the freedom to go anywhere and do anything,
knowing that you're driving a vehicle you can trust.

So step inside and find your feeling.
We've built it into our entire line of cars and trucks.
But be forewarned.
The feeling of driving a Toyota stays with you long after you step out of the driver's seat.
The feeling never ends.



The futuristic styling of the 2004 Celica blurs the line between road and race car. Celica has always reaped the benefits of Toyota's racing experience. With its pure power and lightning reflexes, the Celica is well-equipped for the everyday F1 wannabe. And enough high-tech hardware to make the keenest of keeners drool. Celica has met the challenge to one-up its legendary siblings. Each incarnation has changed, each successor evolved, thereby setting new standards by redefining the sports coupe with cutting edge technology. And now, there is the new Tsunami, a special edition to further enhance the Celica experience.
Raw and visceral. Refined and responsive.
And you won't have to empty your pockets to take one home. The 2004 Celica. Beyond our expectations... it's looking for that perfect stretch of open road. *Want to go for a ride?*



From left: Celica GT in Absolutely Red, Celica Tsunami in Spectra Blue Mica and Celica GT-S in Super Yellow.

Celica GT-S shown
in Silver Streak Mica.



Future automotive style is here now.



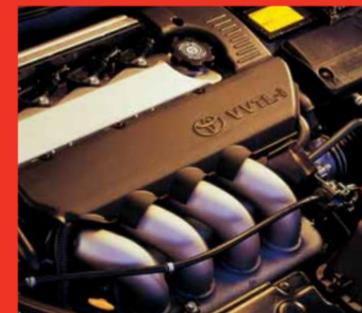
The Celica style is sure to turn heads. It looks as though it was chiseled from one solid piece of aerospace alloy, then highly polished to smooth out the edges. Settle into Celica's bolstered sport seats and complete the connection. The race-inspired theme continues with controls placed according to logic and function, so it's easy to grab another gear or replay your favourite CD. Vital stats are gathered with just a quick glance. Intimate, but not confining. Exciting performance. The GT-S features a 6-speed manual transmission ready for your command. The antidive geometry helps keep Celica stable under hard braking before the corners. Turn-in response is sharp. Steering feel is direct. High in style, low on fluff. Quiet, but you can still hear the engine sing. The 2004 Celica boasts moves that were born on the track, and with its smooth, shapely contours, precise handling and quick reflexes – it will have you thinking you were too. *What better place to be in control of your destiny?*



Above: The futuristic styling of the Celica GT-S interior includes aluminum sport pedals with rubber inserts and a Premium JBL Sound System.
 Above, inset: The convenient 50/50 fold-down rear seat allows you to carry even more of your favourite things.
 Right: Celica GT shown in Absolutely Red.

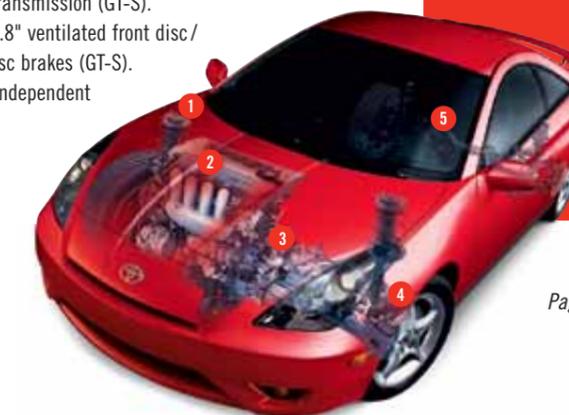
Celica engineering and safety.

Celica's VVT-i and VVTL-i engines are marvels of forward thinking. Powerful, flexible and unique – by constantly varying intake valve timing, the 1.8 Litre, 16-valve, in-line 4-cylinder engine provides low-end torque and high-power with optimal efficiency. The difference between the two engines is apparent at 6,000 rpm. With 180 hp, the GT-S' VVTL-i high-lift cams take over for better intake and exhaust at high revs. And the technology applies to safety as well. The Celica comes with standard dual front airbags Supplemental Restraint System (SRS), front seatbelts with pre-tensioners and force limiters, side-impact door beams and soft upper interior trim. You will also find the Antilock Braking System (ABS) standard on the GT-S.



- CELICA SAFETY FEATURES:
- Driver and front passenger airbag Supplemental Restraint System (SRS).
 - Antilock Braking System (ABS) (optional on GT).
 - 3-point seatbelts in all seating positions.
 - Front seatbelt pre-tensioners with force limiters.
 - Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (A/ELR) on other seatbelts.
 - Hood hold-down hooks.
 - Front and rear energy-absorbing crumple zones.
 - Soft upper interior trim.
 - Side-impact door beams.
 - 8-km/h front and rear bumpers.
 - Centre highmount stoplamp.

- 1 MacPherson strut independent front suspension.
- 2 180 HP, 1.8 Litre DOHC, 16-valve VVTL-i 4-cylinder engine (GT-S).
- 3 6-speed manual transmission (GT-S).
- 4 Power-assisted 10.8" ventilated front disc / 10.6" solid rear disc brakes (GT-S).
- 5 Double wishbone independent rear suspension.



The Celica shuts off its fuel delivery system if the airbags are activated. Celica's structure is made of rigid, high-tensile-strength steel and is reinforced in key areas such as the front bumper, front side member, front floor cross member and centre floor cross member. Designed to help absorb the energy of an impact, the structure dissipates impact energy away from the cabin, helping to protect its occupants. The one-piece backframe seats are designed to limit whiplash injuries, and much of the interior trim is deformable to soften head impacts. From the outset, the Celica is designed to excel at all levels. Even in ways you hopefully never have to experience.

Introducing Tsunami.



Celica Tsunami shown
in Spectra Blue Mica.



Step into the Tsunami cockpit.

You can control everything... except your enthusiasm! The 2004 Toyota Celica Tsunami's 6-way adjustable front seats will put you right where you want to be: *in charge*. The drilled aluminum sport pedals¹ and a race inspired instrument panel not only look the part, they play the part.

Then there's strength... the Tsunami GT-S is powered by a 1.8 litre VVTL-i engine delivering 180 hp – 100 hp per litre. The authoritative Tsunami GT is powered by a 1.8 litre VVT-i engine that delivers an aggressive 140 hp. Which means that commanding the 6-speed manual (GT-S), the 5-speed manual (GT) or the 4-speed sportshift automatic (GT) transmission will enhance your experience, and you'll realize this is everything you imagined you'd find in a race car. *Including you*. Pure and simple sensory overload – the irresistible 2004 Toyota Celica Tsunami GT-S and GT are available in four exciting colours to suit your personality – Alpine White, Thunder Cloud, Absolutely Red and Spectra Blue Mica.

¹Standard on GT-S

Facing page: The Tsunami interior includes colour-keyed Ultra Suede front seats and interior door trim, colour-keyed steering wheel, colour-keyed shift knob (on manual transmission) and unique colour-keyed floor mats.

*Audio may not be exactly as shown. Please see Dealer for details.



Above, top to bottom: Colour-keyed steering wheel. AM/FM CD with MP3 Player, removable audio face plate, audio remote control, Panasonic 200 watt audio system with 6-speakers*. Toyota's Formula One race car.

Dress it up. Drive it out.

Cargo net



Moonroof wind deflector



Splash guards



Express yourself. Take your Toyota Celica to a whole new level of self-expression by adding any of the Toyota Accessories custom designed for your model. It's a great way to personalize your new vehicle, optimize its appearance and enhance the performance all at the same time. Ask your Toyota Dealer. To find the Toyota Dealer nearest you, go to www.toyota.ca or call 1-888-TOYOTA-8.

Enhance the look and functionality of your new Celica by choosing from the following list of Accessories*:

- All-season floor mats • Block heater • Bodyside moulding • Licence plate cover • Security system
- * See your Toyota Dealer for availability



Celica all dressed up with moonroof wind deflector and splash guards.

Celica colours:



040
Alpine White
Blue/Grey³ Interior



1D2
Thunder Cloud
Red/Grey⁴ Interior



1E7
Silver Streak Mica
Black^{1/2} Interior



202
Black
Black^{1/2} Interior



3P0
Absolutely Red
Black^{1/2} and
Red/Grey⁴ Interior



576
Super Yellow
Black^{1/2} Interior



8M6
Spectra Blue Mica
Black^{1/2} and
Blue/Grey³ Interior

¹ Black Fabric Interior on GT

² Black Leather Interior on GT-S (optional on GT)

³ Blue/Grey Ultra Suede Interior (Tsunami GT & GT-S)

⁴ Red/Grey Ultra Suede Interior (Tsunami GT & GT-S)

2004 Celica Features and Specifications.☆

CELICA	GT	GT-5
INTERIOR:		
• Tachometer, Water Temperature Gauge	●	●
• Illuminated Entry	●	●
• Cargo Interior Lamp	●	●
• Driver & Front Passenger Vanity Mirrors	●	●
• Day/Night Rear View Mirror	●	●
• Sport Seats with Full Fabric Material	●	●
• Sport Seats with Leather Front Seat Surfaces		●
• Synthetic Leather Rear Seat Surfaces & Door Trim		●
• Driver Seat Adjustments: Cushion Tilt, Recline	●	●
• Front Passenger Seat Adjustments: Recline, Rear Walk-In Assist	●	●
• Rear Seat Adjustments: 50/50 Split, Fold-Down Seat Back	●	●
• Carpet Mats	●	●
• AM/FM CD Cassette, 6-Speakers	●	●
• Premium JBL AM/FM CD Cassette, 8-Speakers in 6 Locations		●
• Tilt Steering Wheel	●	●
• 3-Spoke, Leather-Wrapped Steering Wheel		●
• Leather-Wrapped Shift Knob (Manual Only)		●
• Power Windows with Driver Side "Auto Down"	●	●
• Power Door Locks with "Key Lockout Protection"	●	●
• Air Conditioning	●	●
• Aluminum Sport Pedals with Rubber Inserts		●
• Cargo Area Tray, Tonneau Cover, Cargo Mat	●	●

CELICA	GT	GT-5
CONVENIENCE:		
• Digital Clock	●	●
• Cruise Control		●
• Door Map Pockets, Map Lamps	●	●
• Centre Console Box	●	●
• Front & Rear Cup Holders	●	●
• Retained Accessory Power	●	●
• Cargo Tie-Downs & Grocery Bag Hooks	●	●
• Keyless Entry		●
SAFETY:		
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	●	●
• Front Seat Mounted Side Airbags (SRS)*		●
• 3-Point Seatbelts in all Seating Positions	●	●
• Anchor Points for Child Restraint Seats	●	●
• Remote Fuel Lid Release	●	●
EXTERIOR:		
• Colour-Keyed Bumpers	●	●
• Colour-Keyed Mirrors & Door Handles	●	●
• Dual Power Remote Mirrors	●	●
• Projector Beam Halogen Headlamps	●	●
• Automatic Headlamp Control System	●	●
• Fog Lamps		●
• Electric Rear Window Defroster with Timer	●	●
• Variable Intermittent Wipers, Rear Intermittent Window Wiper/Mist	●	●
• Aluminum Alloy Wheels	●	●
• Rear Spoiler	●	●
• "GT-5" Emblem		●
• Power Moonroof		●
● - Standard ○ - Optional		

CELICA	GT	GT-5
PACKAGES:		
GT PACKAGE "D":		
• Antilock Braking System (ABS), Premium JBL Audio, Front Leather Seat Surfaces, Synthetic Leather Rear Seat Surfaces & Door Trim, Cruise Control, Power Moonroof, Keyless Entry, Fog Lamps		○
GT TSUNAMI:		
• Antilock Braking System (ABS), Panasonic 200 Watt AM/FM/CD/MP3 Audio System, Audio Remote Control, Removable Audio Face Plate, 6-Speakers, Front Ultra Suede Seat Surfaces, Colour-Keyed: Front Seats, Steering Wheel, Interior Door Trim, Shift Knob (Manual Transmission only), Rear Spoiler, Skirt Package; Power Moonroof, Keyless Entry, Fog Lamps, Special Edition Badging, Floor Mats, Owner's Wallet		○
GT-5 TSUNAMI: (Manual Transmission only)		
• Panasonic 200 Watt AM/FM/CD/MP3 Audio System, Audio Remote Control, Removable Audio Face Plate, 6-Speakers, Front Ultra Suede Seat Surfaces, Colour-Keyed: Front Seats, Steering Wheel, Interior Door Trim, Shift Knob, Rear Spoiler, Skirt Package; Unique Coloured Alloy Wheels, Special Edition Badging, Floor Mats, Owner's Wallet		○
ACCESSORIES:		
• All-Season Floor Mats		
• Block Heater		
• Bodyside Moulding		
• Cargo Net		
• Licence Plate Cover		
• Moonroof Wind Deflector		
• Security System		
• Splash Guards		
Accessories: See your Toyota Dealer for availability.		

*Airbag Notice: The 2004 Celica features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a front-end collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. Seatbelts must be worn at all times by all occupants.

CELICA	GT	GT-5
MECHANICAL		
Engine 1ZZ-FE 2ZZ-GE†	●	●
• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Sequential Multiport Electronic Fuel Injection, VVT-i		
• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Sequential Multiport Electronic Fuel Injection, VVTL-i		●
Compression Ratio	●	●
• 10.0 : 1		
• 11.5 : 1		●
Horsepower (kW)	●	●
• 140 (104) @ 6400 rpm		
• 180 (134) @ 7600 rpm		●
Torque (N.m.)	●	●
• 125 (170) @ 4200 rpm		
• 130 (176) @ 6800 rpm		●
Coefficient Of Drag (Cd)	●	●
• 0.32		
Suspension	●	●
• Front: MacPherson Gas Struts, Coil Springs, Stabilizer Bar		
• Rear: Double Wishbone & Coil Springs, Stabilizer Bar		●
Drivetrain	●	●
• Front Engine/Front-Wheel Drive		
Transmission	●	●
• 5-Speed Manual Overdrive		
• 4-Speed Electronically Controlled Overdrive Automatic with Lock-Up Torque Converter & Overdrive Cancel Switch	○	
• 6-Speed Manual Overdrive		●
• 4-Speed Electronically Controlled Overdrive Automatic with E-Shift Manual Override Buttons on Steering Wheel		○
Brakes	●	●
• Power Assisted Front Ventilated Discs/Rear Drums		
• Power-Assisted 4-Wheel Discs (Ventilated Front Discs), Electronic Brake force Distribution (EBD)		●
• Antilock Braking System (ABS)	○	●
Steering	●	●
• Rack & Pinion with Variable Power Assist		
Tires	●	●
• P195/60R15, Sport All-Season Radials, Full-Size Spare		
• P205/50R16, Performance Radials, Full-Size Spare		●
DIMENSIONS		
Length	●	●
4330 (170.4)		
Width	●	●
1735 (68.3)		
Height (Unloaded)	●	●
1305 (51.4)		
Wheelbase	●	●
2600 (102.3)		
Tread	●	●
Front: 1489 (58.62)		
Rear: 1477 (58.15)		
Front: 1488 (58.58)		
Rear: 1477 (58.15)		●
Seating Capacity	●	●
4		
Headroom	●	●
Front: 974 (38.3)		
Rear: 888 (35.0)		
Front: 937 (37.0) with Moonroof	○	●
Rear: 888 (35.0)		
Legroom	●	●
Front: 1120 (44.1)		
Rear: 683 (27.0)		
Shoulder Room	●	●
Front: 1335 (53.0)		
Rear: 1286 (51.0)		

CELICA	GT	GT-5
CURB WEIGHT <i>kg (lb)</i>		
5-Speed Manual	1100 (2425)	●
4-Speed Auto	1116 (2460)	○
6-Speed Manual	1134 (2500)	●
4-Speed E-Shift	1170 (2580)	○
CARGO CAPACITY <i>m³ (cu. ft.)</i>		
	.365 (12.9) Rear Seat Up	●
FUEL CAPACITY <i>litres (gal.)</i>		
	55.0 (12.1)	●
FUEL CONSUMPTION RATING** L/100 km mpg		
City/Highway	5-Speed Manual 8.9/6.5 32/43	●
	4-Speed Auto 8.3/6.0 34/47	○
	6-Speed Manual 9.6/6.6 29/43	●
	4-Speed E-Shift 9.4/7.0 30/40	○

● - Standard ○ - Optional †Premium Unleaded Fuel Recommended

** These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

NEW VEHICLE WARRANTY SUMMARY

No Deductibles – No Transfer Fees

Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

Major Emission Control Components - 8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

Corrosion Perforation - 5 years unlimited distance

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

†Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website www.toyota.ca – or your Toyota Dealer is your best source for up-to-date information.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



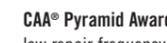
TOYOTA EXPERIENCE The part you can't replace. Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving. "That new Toyota feeling - we help you keep it."



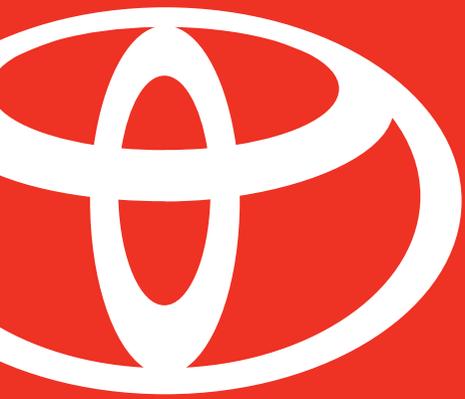
TOYOTA FINANCIAL SERVICES If you're looking at leasing or financing we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca



Toyota Graduate Program This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.



CAA® Pyramid Award Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.



Celica. Curves. Attitude. Impossible to resist.

By now you've found your feeling.

So what now?

It's simple.

Just give us a call or go to our website.

There you can request more information for the model you're interested in and find the location of the Toyota Dealership nearest you.

We put a lot of pride and hard work into making these vehicles great.

The only thing missing is you.

1-888-TOYOTA-8  www.toyota.ca



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.



Toyota recognizes its duty to safeguard the environment. To support this concern, our brochure is printed on recycled paper with vegetable-based inks to be fully recyclable.
PRINTED IN CANADA C0002-0444E-50 20M/4.5M