

S A T I S F A C T I O N

**THE
TOYOTA TOUCH**

Toyota Touch is the philosophy that customer satisfaction is our most important goal.

You experience the Toyota Touch the first time you enter a Toyota showroom and are greeted with courtesy and respect. The Toyota Touch means that buying a Toyota must be as reassuring and satisfying as owning a Toyota. The experience continues after you buy your Toyota: courtesy and competence combine to assure your service satisfaction.

A recent consumer survey confirms Toyota's continuing reputation for leadership in

product quality and dealer service: Tercel, Camry, Cressida, and Supra were each rated #1 in their segment for customer satisfaction.*



To help assure continued satisfaction, Toyota provides a toll-free number that you can call if you should have any questions. From any location in the continental United States, just call us at 1-800-331-4331.

The Toyota Touch is our commitment to satisfy you every step of the way. It's important to you. It's important to us.

GET MORE FROM LIFE...BUCKLE UP!

*J.D. Power & Associates 1987 Customer Satisfaction with Product Quality and Dealer Service (for 1986 vehicles).

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

C E L I C A



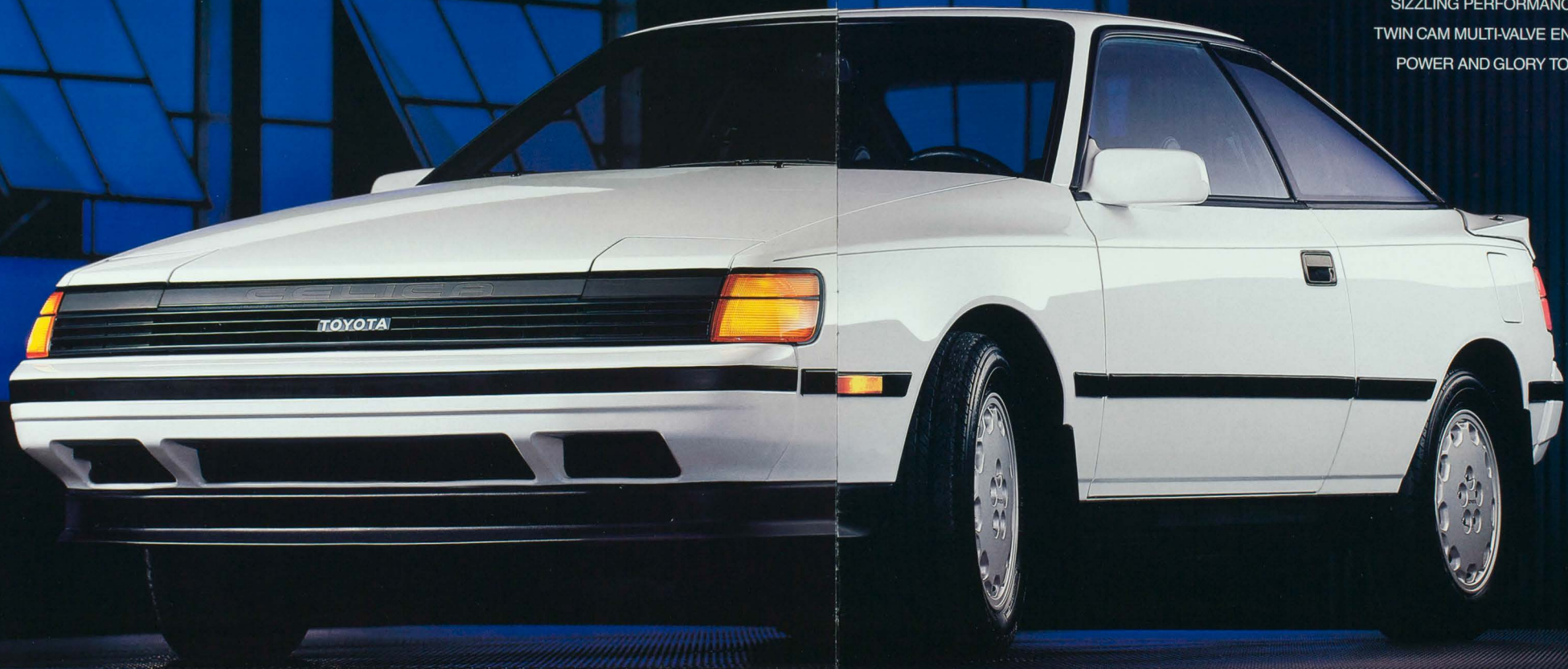
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TOYOTA

SCULPTURED

GT-S DESIGN

CELICA'S SLEEK, FLUID STYLING AND
SIZZLING PERFORMANCE FROM A
TWIN CAM MULTI-VALVE ENGINE BRING
POWER AND GLORY TO DRIVING.



GT-S Liftback
Shown in Super White

Shown with optional equipment.

I N T E R A C T I V E

Celica's dramatic wrap-around design with new front and rear styling combines form with function beautifully.

SOPHISTICATED CHOICE. If you demand everything that sophisticated engineering can give, Celica All-Trac Turbo is a fast graduate seminar in high-tech performance. For twin cam multi-valve performance, pick the Celica GT-S Sport Coupe or Liftback or the sleek GT Liftback, Sport Coupe, or Convertible. For Celica style in an affordable package, the ST Sport Coupe is a perfect choice.

GT-S INTERACTION. Its wind-cheating lines tell you that the 1988 Celica GT-S promises



an interactive, driving-glove environment: form-fitting and efficient. As you slip into the comfort of GT-S Sport Seats that whisper of Celica's racing heritage, you know the promise is fulfilled. Reach for the carefully placed controls and scan an instrument panel that's as competition-bred as the 4-wheel independent suspension and 2.0-liter twin cam 16-valve 135-hp electronically fuel-injected engine.

LEATHER INTERIOR. The standard GT-S Sport Seats include an 8-way adjustable driver's seat that cradles your body with convenient power lumbar and lateral supports for maximum comfort. The optional Leather Package of the Celica GT-S brings an extra sporting touch to Celica. It includes: leather seats, leather-wrapped steering wheel, leather door trim, and a leather-wrapped shift lever.

FEATURE-FILLED. Convenience features fill the Celica GT-S. Standard features include variable-assist power steering,



a tilt/telescoping steering wheel with memory, AM stereo/FM stereo electronic tuning radio, dual power-side mirrors with defoggers, and rear window wiper/washer.* An optional Power Package includes power windows and door locks.

Celica offers the excitement of a sophisticated front-wheel drive sporty car loaded with style, comfort and performance.

*GT-S Liftback only.



GT-S Leather Sport Seat Interior (Shown in Blue)



GT-S Full Instrumentation

Shown with optional equipment.

1 Celica's race-inspired technology is developed using cars such as this competitor in the prestigious International Motor Sports Association series.

2 To match the performance of the GT-S, select the aggressive-tread 205/60HR14 all-weather steel-belted radial tires on standard alloy rims.

3 Four valves per cylinder and twin overhead camshafts improve the breathing efficiency of the engine to give Celica world-class sporty car performance.

4 The Celica GT-S has a high-performance 135-hp 2.0-liter twin overhead camshaft engine with 16 valves. Electronic fuel injection and Toyota Variable Induction System (T-VIS) give the performance and efficiency that only Toyota experience can provide.

5 From the ground up, Celica says performance. MacPherson struts with offset coil springs, four-wheel independent suspension, and gas-filled shock absorbers make Celica more responsive. An optional Anti-Lock Braking System (A.B.S.) also helps improve braking efficiency.

6 The optional AM stereo/FM stereo electronic tuning radio with cassette and acoustic flavor/tone control equalizer is as high-tech as the car itself.

7 The optional acoustic flavor/tone control equalizer enhances your favorite sounds by allowing you to select one of five frequency-curve settings.

8 Toyota offers thoughtful touches of convenience: one standard touch is a retractable dual cup holder that is part of the console.

9 The GT-S 8-way driver's Sport Seat has standard power lumbar and side bolster seat controls.

10 The standard sporty cloth interior for the GT-S (shown in Gray cloth) is as attractive as it is comfortable.

11 The Celica GT-S standard 8-way adjustable power Sport Seat adjusts to fit your body more comfortably and makes your Celica fit you just the way you want.

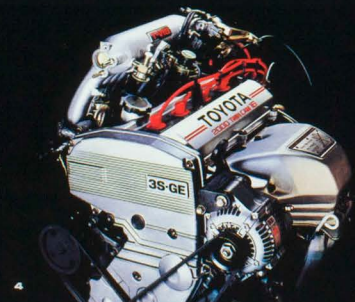
12 Fold-down split rear seat-backs are standard on Celica GT-S and provide extra carrying capacity for long items while retaining rear seating.

**Car & Driver: Celica—February 1986, Prelude—August, 1987, Acura—March, 1987. For further information on features and options, see page 15.*

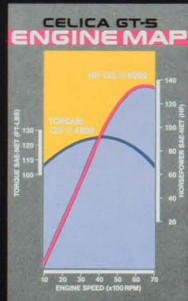
PRECISION



2



4



ACCELERATION* 0-60 M.P.H.	
CELICA GT-S	8.1 SEC.
PRELUDE SI 4WS	8.6 SEC.
ACURA INTEGRA LS	8.8 SEC.

6 7 8 9 10



5



6



7



8



9



10



11



12

Shown with optional equipment.

UNLEASHED

Cut through the darkest night. Celica unleashes a sharp, new edge of high-technology driving performance with the exciting All-Trac Turbo. It's the

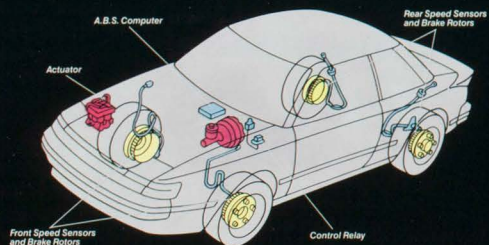
turbo All-Trac

latest example of just how satisfying Toyota technology can be. Slip into the cockpit. Here's a true driver's machine: a 190-hp, turbocharged stormer for pulse-quickening performance. Here's the responsive suspension to match: fully independent, all-wheel drive with viscous center coupling.

ALL-TRAC TURBO POWER. The turbo powerplant is a new high in high-tech. Toyota's already exciting 2.0-liter twin cam 16-valve engine now gets a turbo-charger with water intercooler. Engines that develop 190 hp from 2.0 liters are usually only seen on the race course. Toyota technology makes the engine's output reliable as well as exhilarating.

ALL-TRAC TECHNOLOGY. Celica puts All-Trac's new level of turbocharged power to the road with All-Trac, Toyota's all-wheel drive system. All-Trac provides maximum traction under all driving conditions by directing power to all four wheels. To complement the added grip of All-Trac, an optional Anti-Lock Braking System (A.B.S.) provides optimum stopping power. A.B.S. uses a computer to compare the speed of each wheel when the brakes are applied and adjusts system pressure so you can maintain maximum traction while braking. Even on slippery roads, you can be sure of maximum possible braking efficiency with A.B.S. and the standard high-performance 205/60VR14 radial tires.

ALL-TRAC STYLE. Celica All-Trac Turbo is everything automotive styling can be. To Celica's sleek styling, All-Trac adds unique aerodynamic front spoiler and side skirts, foglamps, and high-performance interior. With an intercooled turbo, All-Trac, and optional A.B.S., you've got a truly great driver's machine that simply has no equal in performance and style.



Anti-Lock Braking System (A.B.S.)



All-Trac Turbo Liftback
Shown in Black

Shown with optional equipment.

DYNAMIC

The Celica GT offers a dynamic combination of style, comfort, and sporty performance. Choose the versatile GT Liftback, the GT Sport Coupe with its ample trunk, or the GT Convertible for fresh-air fun and style.

COMFORTS. The GT offers standard soft-touch cloth interiors, full carpeting, tilt wheel with memory, and a full center console with a retractable dual cup holder. The driver's seat has lumbar and bottom seat cushion tilt adjustments, while fold-down split rear seatbacks offer extra trunk room. On the GT Liftback, a rear deck cargo cover keeps valuables out of sight. An AM stereo/FM stereo electronic tuning radio with power antenna



is standard, while cruise control and a tilt/slide power sun/moonroof are optional.

CONVERTIBLE. The Celica GT Convertible is its own exciting brand of top-down fun. Fresh-air motoring was never more stylish. The GT Convertible's 4-way adjustable driver's seat is standard. Power operation of the luxurious black Cambria cloth top is finger-touch easy. With the snug-fitting top up, you've got coupe-like comfort.

PERFORMER. Front-wheel drive stability is built into every Celica GT. And the 2.0-liter twin cam 16-valve electronically fuel-injected engine develops 115 hp for performance that's as rewarding as it is fuel efficient.* A 5-speed manual overdrive transmission is standard or you can select the optional 4-speed automatic overdrive.

For 1988, Celica GT's have dramatic new colors, new integrated wraparound styling for the grille and taillights, and sporty wheels. Whichever Celica you pick, GT Liftback, GT Sport Coupe or GT Convertible, you get traditional



Toyota quality and value in a car that reflects your personal flair with style and grace.

*See mileage statement on page 15 for details.



GT Liftback
Shown in Super Red

Shown with optional equipment.



ST Sport Coupe
Shown in Beige Metallic

SPIRITED

If you're looking for a sporty car with styling that reflects your active lifestyle, here's an unbeatable value for the money. The most affordable Celica, the ST Sport Coupe, sets the standard for good looks and economy.

STYLISH EXTERIOR. The ST exterior is smoothly designed so that all body surfaces flow together to create a unified, inte-



grated form. The rounded contours help reduce wind turbulence and noise and improve fuel economy.* Celica's styling features protective side molding, pop-up headlamps, and an integrated front air dam. Newly styled steel wheels have all-season 165/8013 steel-belted radial tires.

STYLISH INTERIOR. Inside the ST, you're surrounded

by durable, color-coordinated fabrics and cut-pile carpeting. Sink into the reclining front bucket seats and notice the details that have become a Toyota hallmark: standard features like the center console, tinted glass with upper shaded windshield band, and rear window defogger with timer. Full instrumentation includes a speedometer, tachometer, oil pressure, water temperature, and voltage gauges. An AM stereo/FM stereo electronic tuning radio comes as standard equipment.

EFFICIENT POWER. The ST's powertrain includes an efficient, powerful 115 hp engine, matched to a standard 5-speed manual overdrive or optional 4-speed automatic overdrive transmission. Front-wheel drive provides outstanding stability and traction, while the fully independent suspension features MacPherson struts up front and a dual-link design in the rear for responsive handling. Gas-filled shock absorbers are standard for a smooth ride.

Over the years, traditional Toyota quality and design have made Celica a favorite. When you want unmatched value and

stylish fun, the Celica ST Sport Coupe is a quality choice.



*1988 EPA estimated mileage figures shown for ST Sport Coupe with 5-speed manual overdrive transmission. See page 15 for complete information.



ST Interior (Shown in Beige Cloth)

1 Cruise control is optional on all Celicas (except ST). Mounted on the steering wheel, it lets you set, adjust, or cancel your speed easily.

2 An auto-reverse cassette deck lets you play your favorite music without interruption.

3 Air conditioning enhances comfort, regardless of the weather. Set the controls to the desired temperature and sit back and relax.

4 A tilt-and-slide power sun/moonroof offers fresh-air motorizing at the touch of a button.

5 Highlight Celica's flowing lines with dramatic two-tone paint. (Shown in Dark Blue Pearl/Light Blue Metallic)

6 Choose the Power Package, and you get power windows, door locks, and power remote-controlled mirrors with defogger.

7 Help keep your peace of mind—and valuables—with a reasuring Toyota Intra Monitoring System.

8 A smooth-shifting 4-speed automatic overdrive transmission adds to your driving ease. On Celica GTS, you can lock out the overdrive for maximum performance.

CHOICE



	All-Trac Turbo	GT-S L/blk./Spt. Cps.	GT Conv.	GT L/blk./Spt. Cps.	ST Spt. Cps.
PERFORMANCE					
Turbocharged 2.0-liter 4-cylinder twin cam 16-valve engine	S	—	—	—	—
2.0-liter 4-cylinder twin cam 16-valve engine	—	S	—	S	S
All-wheel drive	S	—	—	—	—
Front-wheel drive	—	S	S	S	S
Toyota Variable Induction System (T-VIS)	S	S	—	—	—
Computer-controlled EFI/ignition systems	S	S	S	S	S
Water-cooled turbo intercooler	S	—	—	—	—
5-speed manual overdrive transmission	S	S	S	S	S
Electronically controlled 4-speed automatic od. transmission w/shift point selector and lock-up torque converter	—	O ¹	—	—	—
4-speed automatic overdrive transmission	—	—	O	O	O
Anti-Lock Braking System (A.B.S.)	O	O	—	—	—
205/60HR14 all-season steel-belted radial tires	O	O	—	—	—
EXTERIOR STYLING/DESIGN					
Stylish steel wheels with center caps	—	—	S	S	S
Aluminum alloy wheels	S ²	S	S	S	S
Color-keyed front and rear bumpers	S ³	S	S	S	S
Dual integrated halogen foglamps & color-keyed side skirts	S	—	—	—	—
Retractable halogen headlamps	S	S	S	S	S ⁴
Dual integrated sail-mounted power remote-controlled mirrors with passenger-side wide-view convex mirror	S ⁴	S ⁴	S	S	S ⁵
Tinted glass with upper shaded windshield band	S	S	S	S	S
Wide protective side moldings	S ⁴	S	S	S	S
Front and rear mudguards	—	S	S	—	—
Tilt-and-slide power sunroof with overhead maplight	O	O	—	O	O
Cambria cloth power top with soft clear rear window	—	—	S	—	—
Rear window wiper/washer with intermittent control	S	S ⁷	—	O ⁷	—
Color-keyed wraparound rear spoiler	S	S	—	—	—
Car cover or front-end mask	O	O	O	O	O
Two-tone paint	—	O	—	O	—
High center-mount rear stoplight	S	S	S	S	S
INTERIOR COMFORTS					
Tachometer, voltmeter, oil pressure ⁸ and temp. gauges	S ⁸	S	S	S	S
Electronic Display Instrument Panel—includes digital speedometer, graph, tach, fuel and temp. level indicators	—	—	—	O	—
Electric rear window defogger	S	S	—	S	S
Intermittent windshield wipers and digital quartz clock	S ¹⁰	S ¹⁰	S	S	S
Cruise control	O	O	O	—	—
Variable-assist power steering	S	S	S	S	S
Tilt steering wheel with memory	S	S	O	—	—
Telescopic steering wheel	S	S	O	—	—
Air conditioning	O	O	O	O	O
Passenger-side illuminated visor vanity mirror	S	S	—	—	—
Power rear quarter windows	—	—	—	—	—
Reclining front cloth bucket seats with memory	S	S	S	S	S
Sport Seats with driver-side 8-way adjustment, including power pneumatic lumbar & lateral support adjustments	S	S	—	—	—
Driver's seat adjustable height and lumbar support	—	—	—	S	—
Fold-down pilot rear seatback with security latch device	S	S ¹¹	S ¹²	S ¹³	—
Full center console with padded armrest and cup holder	S	S ¹⁴	S	S	S ¹⁴
Remote fuel filler door and hatch/trunk releases with remote opener override	S	S	S	S	S
Full cut-pile carpeting	S	S	S	S	S
Carpeted floor mats	O	O	O	O	O
Rear cargo cover and cargo/trunk compartment light	O	S ⁷	—	S ⁷	—
Intrusion Monitoring System	S	O	O	O	O
AM stereo/FM stereo electronic tuning radio w/4 speakers	—	S	S	S	S
AM stereo/FM stereo electronic tuning radio with auto-reverse cassette and 4 speakers	S	O	O	O	O
AM stereo/FM stereo electronic tuning radio with auto-reverse cassette, 5-way acoustic flavor/ tone control equalizer and 4 speakers	S	O	O	O	O
Automatic power antenna	O	O	O	O	O
Premium auto-reverse cassette deck	—	O	O	O	O
PACKAGES					
Leather Seat Trim Package—includes leather Sport Seats, leather-wrapped steering wheel & coord. leather door trim	O ¹⁵	O	—	—	—
Power Package—includes power windows and door locks, defoggers on outside mirrors and special door trim	S	O ¹⁶	O ¹⁷	O	—

¹Sport Coupe only. ²With rear skirting under spoiler. ³Non-halogen. ⁴Color-keyed and with defoggers. ⁵Driver-side only and non-power. ⁶Color-keyed. ⁷L/blk. only. ⁸Not available with Electronic Display Instrument Panel. ⁹With turbo boost and without voltmeter. ¹⁰With variable speed. ¹¹With trunk access on Coupe. ¹²Single rear seatback without security device. ¹³Without cup holder. ¹⁴Non-padded armrest and without cup holder. ¹⁵Leather-wrapped wheel standard. ¹⁶Defoggers standard. ¹⁷Power windows only.

	All-Trac Turbo	GT-S L/blk.	GT-S Spt. Cps.	GT Conv.	GT L/blk.	GT Spt. Cps.	ST Spt. Cps.
BODY/FRAME CONSTRUCTION							
	Unibody						
STEERING TYPE							
	Variable-assist power rack-and-pinion						
BRAKES							
	Power-assisted (front ventilated 4-wheel disc)	Power-assisted (front ventilated disc/rear drum)					
SUSPENSION FRONT							
	All-wheel drive (All-Trac), MacPherson strut with off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar	MacPherson strut with off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar					
SUSPENSION REAR							
	All-wheel drive (All-Trac), off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar	Independent dual link, off-set coil springs, gas-filled shock absorbers and spherical joint-type stabilizer bar					
ENGINE TYPE							
	4-cylinder twin cam 16-valve turbo EFI with intercooler	4-cylinder twin cam 16-valve EFI	4-cylinder twin cam 16-valve EFI				
DISPLACEMENT							
	2.0 liters (1998 cc)	2.0 liters (1998 cc)	2.0 liters (1998 cc)				
HORSEPOWER (SAE NET)							
	150 @ 6000 rpm	135 @ 6000 rpm	115 @ 5200 rpm				
TORQUE (SAE NET)							
	190 ft.-lbs @ 3200 rpm	125 ft.-lbs @ 4800 rpm	124 ft.-lbs @ 4400 rpm				
COEFFICIENT OF DRAG (Cd)							
	N.A.	0.34	0.34	0.34	0.33	0.33	0.31
LATERAL ACCELERATION (g)							
	0.90*	0.816	0.816	0.816	0.816	0.816	0.816
EXTERIOR DIMENSIONS (in.)							
	Wheelbase	99.4	99.4	99.4	99.4	99.4	99.4
	Overall length	171.9	171.9	173.6	173.6	171.9	173.6
	Overall width	67.3	67.3	67.3	67.3	67.3	67.3
	Overall height	49.8	49.8	49.8	49.8	49.8	49.8
	Tread width (front/rear)	57.9/56.9	57.9/56.5	57.9/56.5	57.9/56.5	57.9/56.5	57.5/56.1
INTERIOR DIMENSIONS (in.)							
	Head room (front)	37.8	37.8	37.8	38.4	37.8	37.8
	Leg room (front)	44.4	44.4	44.4	44.4	44.4	44.4
	Shoulder room (front/rear)	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9	52.1/50.9
CAPACITIES							
	Luggage capacity, rear seat up (cu. ft.)	15.7	15.7	11.9	11.9	15.7	11.9
	Cargo capacity, rear seat down (cu. ft.)	22.2	22.2	N.A.	N.A.	25.2	N.A.
	Fuel tank capacity (gallons)	15.9	15.9	15.9	15.9	15.9	15.9
CURB WEIGHTS (lbs.)							
	3197	2665	2606	2630	2634	2504	2486
	—	—	2685	2740	2676	2556	2496
TIRES							
	Speed-Rated Steel-Belted Radial Blackwall	Speed-Rated Steel-Belted Radial Blackwall	Steel-Belted All-Season Radial Blackwall				
	Size	205/60VR14	205/60R14	185/70SR13			
EXTERIOR COLORS** (INTERIOR COLORS)							
	Solid Super White (Blue or Gray)	Metallic Clear Coat					
	Super Red (Gray)	Beige (Beige)					
	Black (Gray or Red)	Amethyst (Red)					
	Dark Blue Pearl	Gray/Silver (Gray)					
	Dark Blue Pearl	Brown (Beige)					
	Dark Blue Pearl	Dark Blue Pearl					
	Dark Blue Pearl	Light Blue (Blue)					
	Dark Blue Pearl	Medium Blue (Blue)					
	Dark Blue Pearl	Gray (Gray)					
MILEAGE ESTIMATES¹							
	5-Speed Man. Odi. 19/26	5-Speed Auto. Odi. 22/30	4-Speed Auto. Odi. 22/30	5-Speed Man. Auto. Odi. 26/32	4-Speed Auto. Odi. 26/32	5-Speed Man. Auto. Odi. 26/32	5-Speed Man. Auto. Odi. 26/32
TOYOTA WARRANTY							
	12-month/17,500-mile basic new vehicle limited warranty; 3-year/36,000-mile limited power-train, electronic and computerized components warranty; 5-year/50,000-mile limited emission-control device warranty; 5-year/unlimited-mileage corrosion perforation warranty						

N.A.—Not available. —Not applicable. *United States Auto Club Certified Performance Figures. **Not all colors available in all models. 1988 EPA estimated mileage figures shown. See your Toyota dealer for details. Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment; see Features chart. For more details on 1988 options, accessories and specifications in your area, contact your Toyota dealer.