

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.

To help assure continued satisfaction, Toyota provides a toll-free number you can call. 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.

*NEW 36-MONTH/36,000-MILE
TOYOTA LIMITED WARRANTY.
For 1988, Toyota introduces a
36-month/36,000-mile basic



new vehicle limited warranty that applies to all components, other than normal wear and maintenance items (such as tires and battery). In addition, Toyota provides a 5-year/50,000-mile limited emission-control device warranty and a 5-year/unlimited-mileage corrosion perforation warranty. See your Toyota Dealer for details.

GET MORE FROM LIFE...BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

T E R C E L



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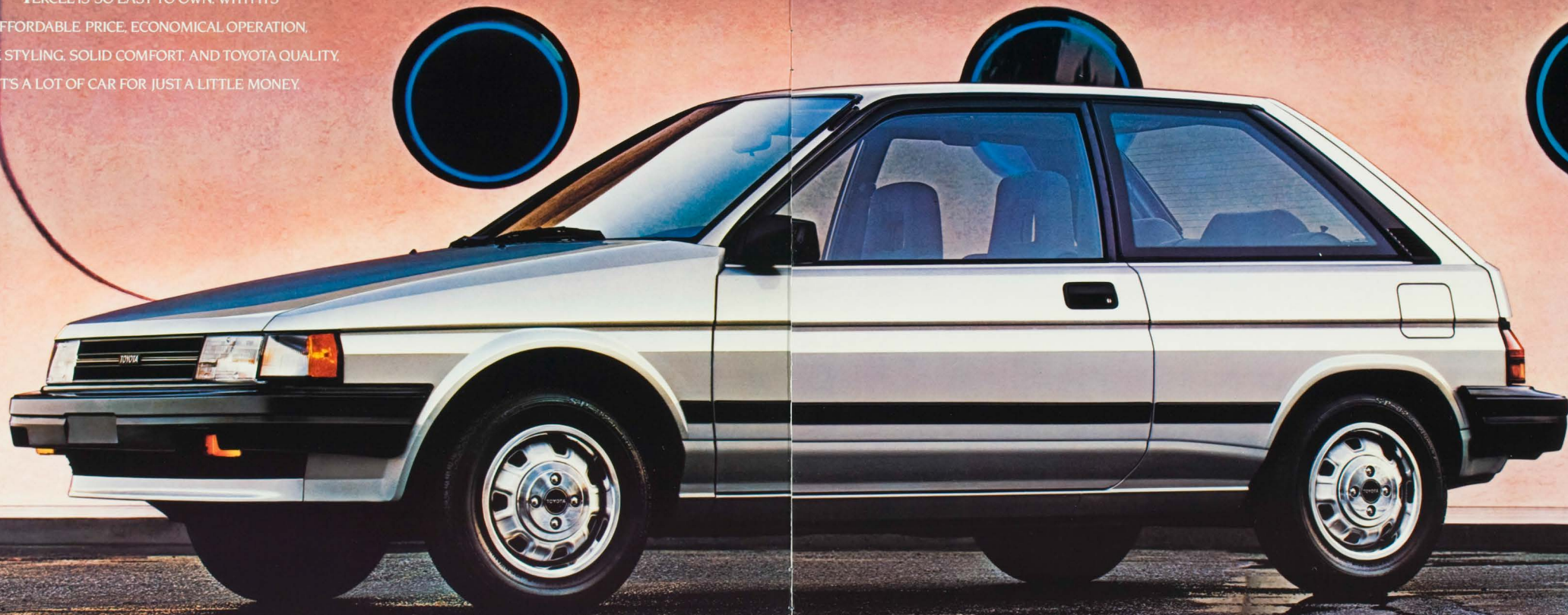
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TOYOTA

E A S Y !

D E L U X E S T Y L I N G

TERCEL IS SO EASY TO OWN, WITH ITS
AFFORDABLE PRICE, ECONOMICAL OPERATION,
SLEEK STYLING, SOLID COMFORT, AND TOYOTA QUALITY,
IT'S A LOT OF CAR FOR JUST A LITTLE MONEY.



3-Door Deluxe Liftback
Shown in Silver Metallic

Shown with optional equipment

D E L I G H T F U L

D E L U X E S T Y L E

THE TERCEL 2-DOOR COUPE OFFERS
SPORTY APPEAL, ROOMY COMFORT, TOYOTA QUALITY,
AND HIGH RELIABILITY. IT'S FUN TO DRIVE
AND ECONOMICAL TO OWN.



2-Door Deluxe Coupe
Shown in Light Blue Metallic

Shown with optional equipment

A P P E A L I N G

The 1988 Tercel is easy to own. With its fresh, streamlined contours, fuel-efficient engine* and comfortable interior, it's ideal for the many people who want an economical, reliable car. Tercel is built to Toyota's high standards of quality—a tradition that continues to mean durability and dependability over the long haul.

» SOMETHING FOR EVERYONE. One model is just right for you. Choose from a variety of responsive front-wheel drive Terceles: 3-Door EZ Liftback, 3-Door Liftback, 2-Door Coupe or 2-Door Deluxe Coupe, 3-Door or 5-Door Deluxe Liftback.

» SMOOTH STYLE. Terceles sleek exterior slices through the wind with little resistance. Attention was paid to the smallest details, from halogen headlamps to flush exterior surfaces. The result is higher efficiency for better performance and fuel economy and lower wind noise for quiet traveling.

» ROOM TO MOVE. The Deluxe Liftback and Coupe offer plenty of space for passengers and cargo. Five adults sit comfortably on soft-touch fabric seats. The wide, flat dash and low hoodline offer easy visibility. Large analog gauges can be read at a glance, while controls are laid out for easy operation. See-thru headrests aid rear vision. Large, tinted windows offer a panoramic view. The flat, fully-carpeted floor ensures plenty of leg room. A folding rear seatback gives Tercel Liftbacks amazing cargo-carrying capacity.

» ADVANCED ENGINEERING. Front-wheel drive Terceles are powered by a responsive 1.5-liter multi-valve engine.



Deluxe models have a 5-speed manual overdrive transmission; a 3-speed automatic is optional. The Terceles MacPherson strut front suspension rides smoothly; power-assisted front disc/rear drum brakes help ensure quick stops.

With all models, you get the traditional Toyota quality that's made Tercel #1 in its segment for customer satisfaction**. And you'll get a stylish car that's easy to own and fun to drive.

*See mileage statement on page 15 for details.

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



5-Door Deluxe Liftback (Shown in White)



5-Door Deluxe Liftback (Shown in White)

Shows with optional equipment.

I N V I T I N G

D E L U X E I N T E R I O R



Deluxe Interior
Shown in Blue Cloth

1 Enhance your driving pleasure with the optional Deluxe Convenience Package, including tilt steering wheel, center console box, low-fuel warning lamp and trunk/hatch and fuel filler door remote releases.

2 Handy dual door pockets are among TerceL's many standard features.

3 TerceL Deluxe offers the convenience of optional fold-down split rear seatbacks for carrying long items as well as passengers.

4 Optional dual remote-controlled sail-mounted mirrors provide excellent around-town visibility.

5 Remote fuel filler door and trunk/hatch releases are also included in the Deluxe Convenience Package.

6 With its advanced powertrain, sporty exterior, roomy interior, and long list of standard features, TerceL takes to the road in plush, quiet comfort and head-turning style. (2-Door Deluxe Coupe shown in Blue Metallic)

7 A handy, retractable cup holder is merely one of TerceL's many convenient, thoughtful touches.

8 An efficient, smooth-shifting 3-speed automatic transmission is available.

9 A rear cargo cover is standard on 5-Door models and optional on 3-Door Liftback models (except EZ).

10 Spacious Coupe trunk provides easy access and plenty of cargo capacity for shopping trips and traveling.

11 With TerceL's flat floor design, Liftbacks have 130 cu. ft. cargo space with rear seatbacks up. With seatbacks down, 3-Door holds 36.2 cu. ft. and 5-Door holds 37.8 cu. ft. of cargo.

12 Deluxe interior has a padded dash with analog instrumentation and resettable tripmeter and can be equipped with optional cruise control, variable-assist power steering, and a choice of AM/FM sound systems.

For further information on features and options, see page 15.

T H O U G H T F U L



VALUE

Toyota quality makes Tercel #1 in its segment for customer satisfaction.* With traditional Toyota quality, contemporary styling, and many standard features, the 2-Door Coupe, 3-Door Liftback and oh-so-affordable EZ Liftback delightfully demonstrate exceptional value.



1987 EPA estimated mileage figures shown for Tercel 3-Door EZ Liftback with 4-speed manual transmission. See page 15 for complete information.



» **BIG ON THE INSIDE.** These Terceles comfortably seat five with reclining front bucket seats and a 3-across rear seat (with fold-down seat in liftbacks). Many extra touches are evident on 2-Door Coupe and 3-Door Liftbacks, from a retractable cup holder, to full carpeting. All of which make Tercel more appealing.

» **QUALITY BY DESIGN.** These Terceles are built for performance. The 15-liter multi-valve design provides quick response and high economy.[†] Front-wheel drive and MacPherson strut front suspension offer nimble handling and sure traction.

» **OPTIONS ABOUND.** All Terceles—including the EZ—are loaded with features and ready for options. Choose

an AM-FM stereo electronic tuning radio. Or the feature-filled Standard Convenience Package, power steering, or air conditioning (except EZ).



» **CHOICE IS YOURS.** Select 2-Door Coupe, 3-Door Liftback, or 3-Door EZ Liftback—Toyota's lowest-priced car. You'll get unmatched quality, a terrific price, and lots of smiles with every mile.

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



3-Door Coupe (Shown in White)



3-Door EZ Liftback
Shown in Red

Shown with optional equipment.

1 From a long list of available options, you can choose a manual sliding sunroof that adds to Tercel's fun, open-air feeling.

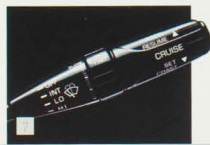
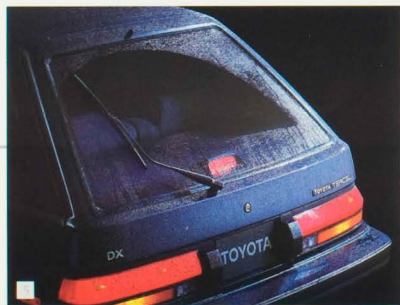
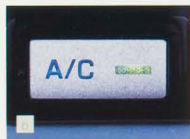
2 Optional AM/FM stereo electronic tuning radio with auto-reverse cassette offers full rich sound.
3 Clean, powerful, AM stereo/FM stereo electronic tuning radio with cassette and four speakers is available.

4 A right-hand outside mirror improves visibility and eases parking.
5 For improved visibility a rear wiper/washer can be added to Tercel Liftbacks.

6 Optional air conditioning assures your passengers comfort on the hottest days.

7 Stalk-mounted cruise control, optional on Deluxe models, helps give the economy-priced Tercel a truly luxury-priced feel.

ENJOYABLE



	FRONT-WHEEL DRIVE					
	3-Dr. Dlx. LfBk.	3-Dr. Dlx. LfBk.	3-Dr. Dlx. Cpe.	2-Dr. Cpe.	3-Dr. E2 LfBk.	3-Dr. E2 LfBk.
5-Standard O-Optional -Not Available						
PERFORMANCE						
15-liter 4-cylinder 12-valve engine	S	S	S	S	S	S
4-speed manual transmission	-	-	-	-	-	S
5-speed manual overdrive transmission	-	-	S	S	S	-
Rack-and-pinion steering	S	S	S	S	S	K
3-speed automatic transmission	O	O	O	O	O	-
EXTERIOR STYLING/DESIGN						
Styled steel wheels with chrome center caps	S	S	S	S ¹	S ²	S ³
Stainless steel wheel trim rings	O	O	O	O	O	O
Euro-style tungsten halogen headlamps	S	S	S	S	S	S ⁴
Dual sail-mounted remote-controlled outside mirrors	O	O	O	-	-	-
Sail-mounted driver-side outside mirror	S	S	S	S	S	S
Sail-mounted passenger-side outside mirror	O	O	O	O	O	O
Tinted glass	S	S	S	-	-	-
Wide protective side moldings	S	S	S	-	-	-
Manual sliding sunroof with wind deflector	O	-	-	-	-	-
Locking fuel filler door	S	S	S	S	S	S
Rear window wiper/washer with mist cycle	O	O	-	-	O	-
High center-mount rear stoplight	S	S	S	S	S	S
INTERIOR COMFORTS						
Coolant temperature and oil pressure gauges	S	S	S	S	S	S
Resettable tripmeter	S	S	S	S	S	-
Electric rear window defogger	S	S	S	O	O	O
Variable-assist power steering	O	O	O	O	O	-
Sporty 3-spoke steering wheel	S	S	S	S	S	S
Tilt steering wheel	O ¹	O ¹	O ¹	O ¹	O ¹	-
Mist cycle windshield wipers/washers	S	S	S	S	S	S
Cruise control - includes variable intermittent front wipers/washers	O	O	O	-	-	-
Digital quartz clock	O	O	O	O	O	O
Cigarette lighter	S	S	S	S	S	-
Air conditioning	O	O	O	O	O	-
Passenger-side vanity mirror	S	S	S	-	-	-
Front console with dual cup holder and storage area	S	S	S	S	S	-
Hi-back front bucket seats with see-thru headrests and walk-in seat forward device	S	S ⁵	S	S	S	-
Vinyl seats with cloth inserts and door trim	S	S	S	S	S	S ⁶
Full cloth seats and door trim	O	O ⁷	O	O ⁷	O ⁷	-
Dual door pockets	S	S	S	S	S	S
Fold-down split rear seatbacks	O	O	-	-	-	-
Fold-down rear seatback	S	S	-	-	S	S
Fall carpeting and driver-side footrest	S	S	S	S	S	S ⁸
Fully carpeted rear cargo area	S	S	S	S	S	-
Carpeted or rubber floor mats	O	O	O	O	O	O
Rear deck cargo cover	O	S	-	-	O	-
AM/FM stereo electronic tuning radio with 2 speakers	O	O	O	O	O	O
AM stereo/FM stereo electronic tuning radio with cassette and 4 speakers	O	O	O	O	O	O
AM/FM stereo electronic tuning radio with auto-reverse cassette and 4 speakers	O	O	O ⁹	O ⁹	O	O
Auto-reverse cassette deck	O	O	O	O	O	O
PACKAGES						
Deluxe Convenience Package - includes tilt steering wheel, low fuel light, remote fuel filler door and trunk, hatch releases and center console box	O	O	O	-	-	-
Standard Convenience Package - includes full-cloth seat trim, driver-side manual remote-controlled mirror, tilt steering wheel, and motor fuel filler door/rear hatch/trunk releases	-	-	-	O	O	-

¹Without chrome center caps. ²Rectangular halogen. ³Part of Deluxe Convenience Package. ⁴Part of Standard Convenience Package. ⁵Without walk-in seat device. ⁶Without cloth inserts. ⁷Semi-fabric door trim. ⁸Without footrest. ⁹With 2 speakers.

	FRONT-WHEEL DRIVE					
	3-Dr. Dlx. LfBk.	3-Dr. Dlx. LfBk.	3-Dr. Dlx. Cpe.	2-Dr. Cpe.	3-Dr. E2 LfBk.	3-Dr. E2 LfBk.
BODY, FRAME CONSTRUCTION						
Unitized body						
STEERING TYPE						
Rack-and-pinion, collapsible shaft						
BRAKES						
Power-assisted front disc, with audible alert wear indicators/rear drums						
SUSPENSION FRONT SUSPENSION REAR						
MacPherson strut with stabilizer bar/Rear trailing arm beam-and gas-filled shock absorbers						
ENGINE TYPE DISPLACEMENT HORSEPOWER (SAE NET) TORQUE (SAE NET)						
4-cylinder SOHC 12-valve 15 liter (147 cu in) 78.9 (600) rpm 87 ft-lb @ 4000 rpm						
EXTERIOR DIMENSIONS (inches)						
Wheelbase	91.2	91.7	96.8	96.8	91.7	91.7
Overall length	157.9	157.7	164.0	162.8	157.9	157.3
Overall width	64.8	64.0	64.0	64.0	64.0	64.0
Overall height	52.6	52.8	54.8	54.8	52.6	52.6
Trailand width (front/rear)	54.9/54.5	54.5/54.5	54.1/54.5	54.5/54.5	54.5/54.5	54.5/54.1
INTERIOR DIMENSIONS (inches)						
Head room (front/rear)	38.4/36.6	38.4/36.5	37.6/35.9	37.8/35.9	38.4/36.6	38.4/36.6
Leg room (front/rear)	40.2/32.1	40.2/32.1	40.2/30.8	40.2/30.8	40.2/32.1	40.2/32.1
Shoulder room (front/rear)	51.5/51.4	52.9/52.5	51.5/50.7	51.5/50.7	51.5/51.4	51.5/51.4
CAPACITIES						
Cargo/trunk capacity, rear seat up (cu. ft.)	13.0	13.0	10.0	10.0	13.0	13.0
Cargo capacity, rear seat down (cu. ft.)	38.2	37.8	11.9	11.9	38.2	38.2
Fuel tank capacity (gallons)	11.9	11.9	11.9	11.9	11.9	11.9
CURB WEIGHT (lbs.)						
4-speed manual	990	1025	1010	1000	1075	970
5-speed manual overdrive	2040	2075	2060	2050	2050	-
3-speed automatic	-	-	-	-	-	-
TIRES (steel-belted radials)						
Type	All-Season Blackwall					Blackwall
Size	P155R13					80SR13
EXTERIOR COLORS* INTERIOR COLORS*						
	Solid White (Gray) Ivory (Beige) Red (Cray)		Metallic Clear Coat Silver (Cray) Gray (Cray) Beige (Beige) Brown (Beige) Wine (Gray) Light Blue (Blue or Gray) Blue (Blue or Gray)			
MILEAGE ESTIMATES*						
	LIFTBACKS & COUPES					
	5-Spd. Man. 26/37	3-Spd. Auto 28/31	4-Spd. Man. 31/33	4-Spd. Auto 35/31		
EPH estimated city MPG						
EPH estimated highway MPG						
TOYOTA WARRANTY						
36-mo./36,000-mile basic new vehicle limited warranty; 5-year/50,000-mile limited emission-controlled device warranty; 3-year/unlimited-mileage corrosion perforation warranty						

*Not applicable. **Some colors not available in all models. ***Wagon only. ****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.