

TOYOTA

'89 SUPRA

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

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A F T E R I M A G E

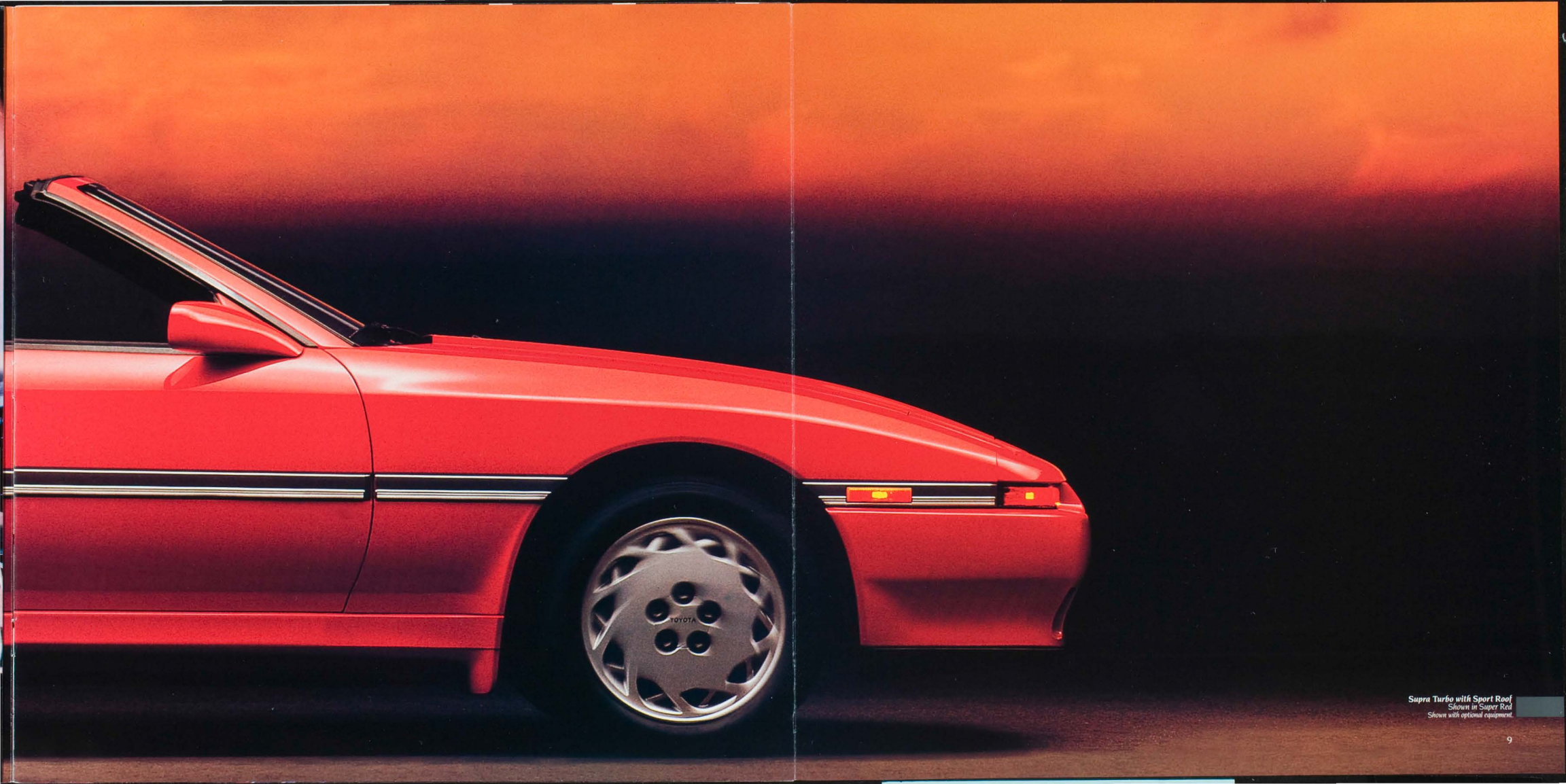
*I was gone in a wheelspin, but it left an indelible impression.
Perfect pitch of turbo-driven exhaust, glimmer of wind-sculpted fluidity.
The conjured image: a polished burst of thunder on a clear day. Startling.*



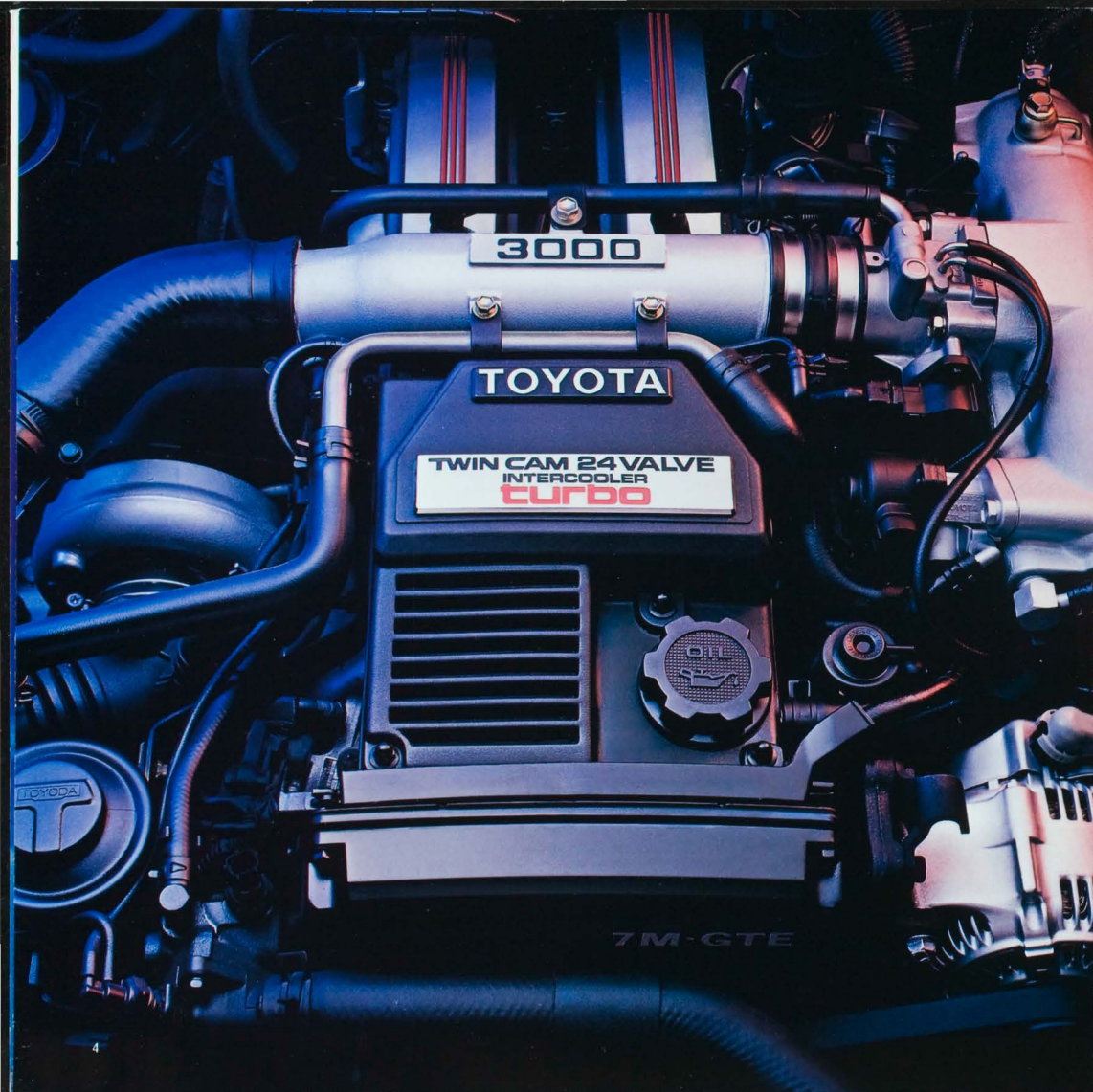
*Supra Turbo with Sport Roof
Shown in Black Ruby Pearl
Shown with optional equipment*

*S*ilken steel, polished intensity, turbocharged resonance beneath a waxing moon. Streakmetal.





Supra Turbo with Sport Roof
Shown in Super Red
Shown with optional equipment.



Supra has an immediate impact on the sense of sight. The forceful styling is an urgent inference that all the other senses will come into play.

The front spoiler, grille and bumper have an aggressive, new design to improve cooling and to enhance aerodynamics. Supra has the look of power. Pure propulsion.

The eye sweeps the knifelike silhouette, flows off the new integrated rear spoiler of Supra Turbo. So does the wind. Drag coefficient is minimal.

For the other senses: double wishbone, fully independent suspension. Optional Anti-lock Brake System (A.B.S.) propels Supra power from blur to standstill. In seconds. Even on wet roads in inclement weather.

The multilayered perception is of precise handling, maximum control, and ultimate performance.

Supra's turbocharger is a performance-tuned ventricle located at the very heart of power. Lag before power boost is a fairly universal fault in turbo performance, but Toyota's engineers chose not to accept it. A modified actuator and perfected air/fuel ratio has tuned the lag to virtually zip. And that's exactly what Supra has more of than ever before.

Unrelenting power in a real-world rpm range; more peak power too. The turbocharger packs maximum air into the cylinder and an air-to-air intercooler makes it denser for more power. Even at these high-revving

moments, Supra's auxiliary oil cooler helps maintain oil viscosity to provide enhanced engine lubrication.

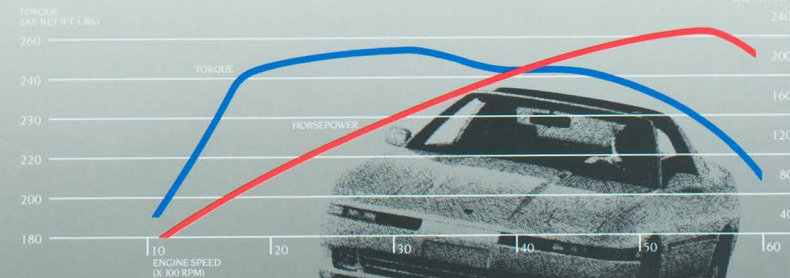
Supra's 30-liter, 6-cylinder, twin-cam, 24-valve forces are at work here (and at play), delivering what it takes: it pumps out 232 hp. And its torque is a starchy 254 ft.-lbs.

The normally aspirated Supra also makes climactic use of its big 6-cylinder engine: 2954 cc's churn out 200 hp —extremely healthy output by anyone's standards.

Point-blank power. Take a look at the power band chart. Better yet, get behind the wheel and feel it.

Perhaps you've heard the Supra roar on an ink-dark night. Perhaps you smiled. Pursue the adventure.

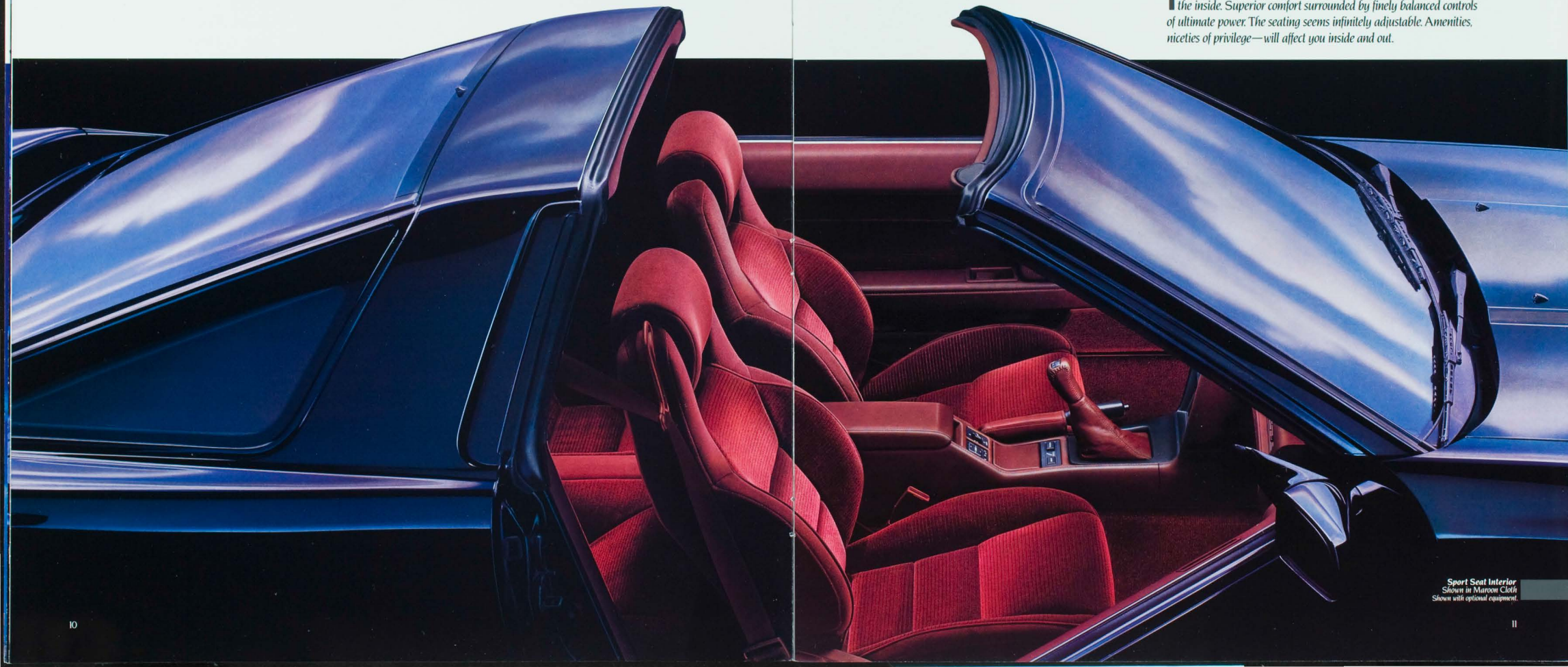
Supra Turbo Performance



Turbocharged Intercooled Twin-cam 24-valve Engine Shown with optional equipment

I N N E R M O S T

There's a side to Supra that many will never experience: the inside. Superior comfort surrounded by finely balanced controls of ultimate power. The seating seems infinitely adjustable. Amenities, niceties of privilege—will affect you inside and out.



Sport Seat Interior
Shown in Maroon Cloth
Shown with optional equipment.



Leather Trim Sport Seat Interior
Shown in Gray

This is where it all comes together—where it all smooths out. The point of a superior automobile is that it's always exhilarating to drive. The 1989 Supra interior is the focal point of the exhilaration: a combination of engineering, power, and beauty.

Just a glance will alert you to an immediate sense of presence, orchestrated control, superior comfort. Extra measures assure programmability to the driver's variables.

Start with Supra's thicker, leather-wrapped wheel, flat to the thumb, and contoured for the palm grip—a small thing, but an ergonomic subtlety you'll appreciate. Cruise controls are located

on both the right and left, operable with your hands on the steering wheel, where they belong.

The thick, leather-wrapped shifter falls easily to palm; the 5-speed manual overdrive standard transmission, only a synapse away.

The wheel telescopes, tilts, remembers your favorite angle. Improved analog gauges are clustered for an easy, sweeping read.

The cockpit is an amphitheater of sound. Six speakers carry superb fidelity from the AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette deck and acoustic flavor/tone control equalizer. It captures the nuances of your favorite music with five settings: jazz, rock, vocal, pop, classical. And the strategically placed speakers provide a setting for the optional compact disc player that is indescribable—truly high performance at its highest.

Interior temperature is automatically maintained, digitally displayed.

The 8-way adjustable driver's Sport Seat is comfortable and offers a broad selection of adjustments that include

adjustable headrests, power lumbar and side bolster adjustments. Choose the optional Power Seat Package for power recline, bottom cushion height and tilt, and fore-and-aft movement. The fitted, wraparound seats come in a choice of sporty plush cloth or optional glove-soft leather trim with luxurious gathers.

Standard equipment makes Supra anything but. The list is long and it includes power windows, power door locks, automatic illuminated entry/fade-out system, auto-off headlamps and a sensitive Theft Deterrent System for extra security.

Options include a silk-smooth electronically controlled 4-speed automatic overdrive transmission—and a removable Sport Roof. Whatever blows your hair back, you've got your choices.

Admittedly, there's an abundance of lofty technology going for you in Supra's cockpit; lest you think we've programmed the thrill out of it, turn the key and set the forces in motion.

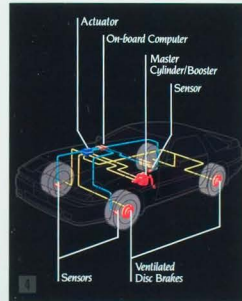
Supra. Pure sports motoring at the premier level.

Ergonomically Designed Cockpit
Shown in Maroon
Shown with optional equipment.



Supra's beauty runs deep through interrelating layers of technological advances, engineering perfection. The interaction includes a separate front and rear subframe structure for body strength and isolation of passengers from most road noise and vibration. (Supra Turbo shown)

Shown with optional equipment.



Optional Sports Package includes limited-slip differential* and TEAMS (Toyota Electronic Modulated Suspension). TEAMS provides choice of handling styles, matching suspension to the driving conditions. Supra gets unmatched control with push-button simplicity of a "Normal" or "Sport" selector on the center console. Optional TEAMS utilizes an on-board computer, which automatically selects from three indicator positions: "Soft" for comfort on rough roads.



"Medium"—for stability, reduced occasional shocks. "Firm" for maximum feel of the road.

Supra (normally-aspirated model shown) high-tails it with style and curvilinear aggressiveness. Standard features include: retractable headlamps, integrated foglamps, tinted glass, color-keyed bumpers and integrated side molding.

Supra's optional Anti-lock Brake System (A.B.S.) brings uncertainty to a standstill, even on wet surfaces, with a computer-controlled system that helps prevent brake lockup during sudden stops.

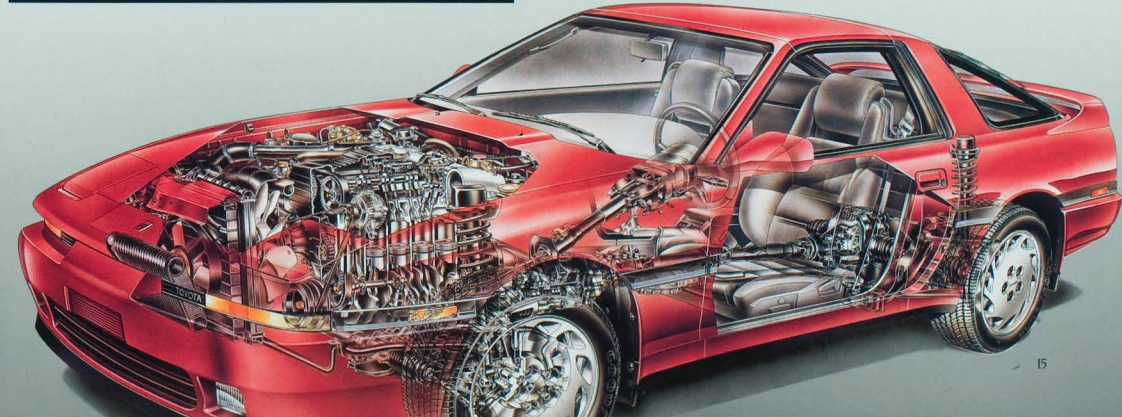
Race-inspired double wishbone suspension with stabilizer bars, offset coil springs and shocks improves

cornering, helps assure maximum contact between the tires and the road surface. Each wheel moves independently to give you the highest degree of comfort and stability.

Progressive power steering, standard on Supra Turbo, changes steer effort to sheer pleasure. Lighter feel at low speed, more responsive at mid and high-range driving.

Goodyear Eagle VR50 "Gator-back" steel-belted radials take power to the streets on uni-directional 16" alloy rims, which direct airflow to the ventilated 4-wheel disc brakes.

*Limited slip differential standard on Supra Turbo optional on normally aspirated model. For further information on features and options, see page 15-19.





1 Cruise control can now be activated with both hands on the padded, leather-wrapped wheel.

2 Standard features include power windows, power door locks and power remote outside rearview mirrors. Door assist grip is thicker, more comfortable and accessible.

3 The standard integrated Toyota Theft Deterrent System is armed by merely locking the doors. Red security indicator lamp strobes a warning that system is armed, ready to flash the

headlamps, honk the horn, while an electronic ignition switch renders the starter useless.

4 Open-air exhilaration is yours in minutes by detaching the optional Sport Roof. Four security bolts fasten it flush to body. When not in use, it stows in the rear cargo area.

5 Optional custom-fitted front-end mask has headlamp openings. Tough material is form-fitting and wont restrict aerodynamics while helping to protect Supra's front-end finish.

6 Pop open the console; a dual cup holder retracts when not in use.

7 Supra's optional electronically controlled 4-speed automatic over-drive transmission changes shift points from "Power" to "Normal" modes on push-button command.

8 8-way adjustable driver's Sport seat fits your way of driving. Shown in rich velour. Available in optional glove-soft leather trim.

9 AM stereo/FM stereo electronic-tuning radio, auto-reverse tape cassette deck, acoustic flavor/tone control equalizer with five settings and user-programmable anti-theft system.

10 Select the flavor of the sounds to match your music; pre-set equalization curves give the right emphasis.

11 An optional compact disc player brings even more dimension to Supra's standard audio system.

12 Strategically placed 6-speaker system puts drive in the sound, big sound in the drive.

For further information on features and options, see page 18-19.

Supra shown with White Exterior Appearance Package: White bumpers, side molding and stylish aluminum alloy wheels.

Shown with optional equipment.



STANDARD FEATURES **Supra**

PERFORMANCE

- 3.0-liter 6-cylinder twin-cam 24-valve engine
- Computer-controlled electronic fuel injection and ignition systems
- Close-ratio 5-sp. manual overdrive transmission
- Power rack-and-pinion steering
- Full size spare tire with steel wheel

EXTERIOR

- 16" x 7" uni-directional aluminum alloy wheels
- Color-keyed front/rear bumpers and front air dam with flexible lower edge
- Integrated front and rear mudguards
- Dual aerodynamic power remote-controlled mirrors with defogger and wide-view passenger-side convex mirror
- Retractable tungsten halogen headlamps
- Integrated front halogen foglamps
- Semi-enclosed vented anti-lift windshield wipers
- Two-tone color wraparound wide protective side moldings
- Full tinted glass with upper shaded windshield band
- Rear hatch shadeband
- Rear window wiper/washer with intermittent control
- Dual chrome-tipped exhaust

INTERIOR

- Tachometer, voltmeter, coolant temperature and oil pressure gauges
- Resettable tripmeter
- Electric rear window defogger with timer
- Front side window demisters
- Variable-speed intermittent windshield wipers/twin washers
- Steering wheel-mounted cruise control
- Leather-wrapped 3-spoke steering wheel and shift knob¹
- Telescopic and memory-type tilt steering wheel

Supra

- Digital quartz clock
- Soft-touch automatic temperature control air conditioning and Flo-thru ventilation systems
- Passenger-side illuminated visor vanity mirror
- Dual overhead maplights
- Automatic-off headlamp system
- Automatic illuminated entry/fade-out system
- Courtesy interior lights—includes glove box, ashtray, key illumination, footwell and rear cargo area
- Contoured power window and door lock controls—with key-in ignition interlock and driver-side mounted automatic 'down' feature
- Reclining front bucket Sport Seats with memory
- Driver's Sport Seat with 8-way adjustment—includes power lumbar and power lateral support adjustments
- Cloth Sport Seat trim
- 3-point front and rear seatbelts
- Fold-down split rear seatbacks
- Full console with storage area/dual cup holder
- Remote fuel filler door and rear hatch releases
- Cut-pile carpeting with fully carpeted cargo area
- Retractable rear cargo cover
- Theft Deterrent System with starter interrupt
- AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer, 6 speakers and with security audio system
- Automatic diversity-type power antenna

ADDITIONAL FEATURES **Supra Turbo**

- Turbocharged 3.0-liter 6-cylinder twin-cam 24-valve engine with intercooler
- Engine oil cooler
- Speed-sensing progressive power rack-and-pinion steering
- Turbo boost gauge (without voltmeter)
- Limited-slip differential
- Aerodynamic integrated rear spoiler with LED high mount stoplight

OPTIONS

- Sports Package—includes limited-slip differential standard on Turbo model, and Toyota Electronic Modulated Suspension (TEMS)
- Electronically controlled 4-speed automatic overdrive transmission with shift point selector
- High-performance lock-up torque converter
- Anti-lock Brake System (ABS)

EXTERIOR

- Removable Sport Roof
- Car cover with lock and storage bag
- Front-end mask with stitched 'Supra' logo and storage bag

INTERIOR

- Driver's Sport Seat with 8-way adjustment—includes power lumbar and power lateral support adjustments
- Cloth Sport Seat trim
- 3-point front and rear seatbelts
- Compact disc player

PACKAGES

- White Exterior Appearance Package—includes, color-keyed in white, front/rear bumpers, front/dam wraparound protective side moldings, front/rear mudguards, exterior trim and alloy wheels
- Leather Seat Trim Package—includes leather trim Sport Seats, leather coordinated door trim (requires Power Seat Package)
- Power Seat Package—includes driver's seat power fore/aftr, power 2-way vertical seat cushion and power recline seatback adjustments

MILEAGE ESTIMATES²

Estimated city MPG/estimated highway MPG

SUPRA	
5-speed manual overdrive transmission	18/23
ECT 4-speed automatic overdrive transmission	18/23
SUPRA TURBO	
5-speed manual overdrive transmission	17/22
ECT 4-speed automatic overdrive transmission	18/23

DATA **Supra**

BODY FRAME CONSTRUCTION

Unitized body w/ modular suspension subframes

STEERING TYPE

Power rack-and-pinion, collapsible shaft

BRAKES

Power-assisted (ventilated 4-wheel discs)

SUSPENSION FRONT REAR

Independent double wishbone with gas-filled shock absorbers and spherical joint-type stabilizer bar

ENGINE TYPE

6-cylinder twin-cam 24-valve with electronic fuel injection

DISPLACEMENT

3.0 liters (2954cc)

HORSEPOWER (SAE net)

200 @ 6000 rpm

TORQUE (SAE net)

188 ft.-lbs. @ 3600 rpm

COEFFICIENT OF DRAG (cd)

0.34

LATERAL ACCELERATION (g)

0.84³

EXTERIOR DIMENSIONS (in.)

Wheelbase 102.2

Overall length 181.9

Overall width 68.7

Overall height 51.6

Tread width (front/rear) 58.5

INTERIOR DIMENSIONS (in.)

Head room (front) 37.5

Without Sport Roof 37.6

With Sport Roof 37.6

Leg room (rear) 33.9

With Sport Roof 43.6

Shoulder room (front) 24.7

(rear) 52.5

50.5

CAPACITIES

Cargo capacity, rear seat down (cu. ft.) 12.8

Luggage capacity, rear seat up (cu. ft.) 11.0

Fuel tank capacity (gal.) 18.5

CURB WEIGHT (lbs.)

5-speed manual overdrive transmission 3459⁴

ECT 4-speed automatic overdrive transmission 3501⁴

TIRES

Type: Uni-directional Goodyear Eagle VR50

steel-belted radial 225/50VR16

Size: 225/50VR16

DATA **Supra Turbo**

BODY FRAME CONSTRUCTION

Unitized body w/ modular suspension subframes

STEERING TYPE

Speed-sensing progressive power rack-and-pinion, collapsible shaft

BRAKES

Power-assisted (ventilated 4-wheel discs)

SUSPENSION FRONT REAR

Independent double wishbone with gas-filled shock absorbers and spherical joint-type stabilizer bar

ENGINE TYPE

6-cylinder twin-cam 24-valve turbo with intercooler and electronic fuel injection

DISPLACEMENT

3.0 liters (2954cc)

HORSEPOWER (SAE net)

232 @ 3600 rpm

TORQUE (SAE net)

254 ft.-lbs. @ 3200 rpm

COEFFICIENT OF DRAG (cd)

0.33

LATERAL ACCELERATION (g)

0.84³

EXTERIOR DIMENSIONS (in.)

Wheelbase 102.2

Overall length 181.9

Overall width 68.7

Overall height 51.6

Tread width (front/rear) 58.5

INTERIOR DIMENSIONS (in.)

Head room (front) 37.6

Without Sport Roof 37.5

With Sport Roof 37.6

Leg room (rear) 33.9

With Sport Roof 43.6

Shoulder room (front) 24.7

(rear) 52.5

50.5

CAPACITIES

Cargo capacity, rear seat down (cu. ft.) 12.8

Luggage capacity, rear seat up (cu. ft.) 11.0

Fuel tank capacity (gal.) 18.5

CURB WEIGHT (lbs.)

5-speed manual overdrive transmission 3530⁴

ECT 4-speed automatic overdrive transmission 3556⁴

TIRES

Type: Uni-directional Goodyear Eagle VR50

steel-belted radial 225/50VR16

Size: 225/50VR16

COLORS

EXTERIOR **INTERIOR**

STEERING TYPE

Super Red Gray

Medium Red Pearl Maroon or Gray

Mahogany Pearl Beige

Black Ruby Pearl Maroon or Beige

Dark Blue Pearl Blue

Gray Metallic Maroon or Gray

Ice Blue Pearl Blue

Platinum Silver Metallic Maroon or Gray

White Pearl⁵ Maroon or Blue

White Maroon or Blue

THE TOYOTA TOUCH

The Toyota Touch is our personal commitment to your total satisfaction. One that originates with quality. From drawing board to final delivery—hard work, attention to detail and intense personal pride are the rules, rather than the exceptions.

The Toyota Touch is further evidenced at each dealership, where salespeople are known for their courtesy and integrity. Where Parts and Service personnel are among the most capable and conscientious you'll find. Their many years of experience, give them the in-depth knowledge to give you superior service. When you consider the quality behind every car we sell, it's no wonder a Toyota has been rated the most trouble-free new car sold in America—for two years running.*

TOYOTA LIMITED WARRANTY:
36 MONTHS/36,000 MILES

The Toyota Touch is solidly backed by a no-nonsense 36-month/36,000-mile basic new vehicle limited warranty that applies to all components other than normal wear and maintenance items. Toyota also provides both a 5-year/50,000-mile limited emission-control device warranty as well as a 5-year/unlimited-mileage corrosion perforation warranty.

Should you have questions about Toyota vehicles, warranties or service, contact the Customer Relations Manager at your local Toyota dealer. For additional information, you may also call Toyota's Customer Assistance Center at 1-800-331-4331—Mon-Fri, 9 a.m. to 9 p.m., EST. After all, when you make such a major commitment, you expect nothing less. And neither do we.

GET MORE FROM LIFE... BUCKLE UP!

¹5-speed manual overdrive model only.
²1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. See your Toyota dealer for details.
³Based on 1988 vehicles.
⁴Sport Roof with 5-speed manual, 3545; with 4-speed automatic, 3593.
⁵Sport Roof with 5-speed manual, 3613; with 4-speed automatic, 3640.
⁶Supra Turbo only.
⁷1987, 1988 Toyota Corolla. Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys.

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 charts. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.

