

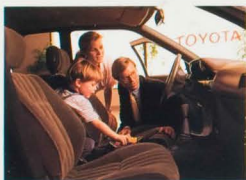
S A T I S F A C T I O N

THE TOYOTA TOUCH

The Toyota Touch is our commitment to your total satisfaction. And a simple way of saying we want your experiences with Toyota products and personnel to be the very best.

The Toyota Touch originates with quality in the design and production of each and every new vehicle. 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, backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service.

Considering the quality that's 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*

*1987, 1988 Toyota Cressida. Based on problems encountered in first 90 days of ownership—J.D. Power & Associates 1987, 1988 New Car Initial Quality Surveys.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be as satisfied tomorrow as you are today. This promise 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.

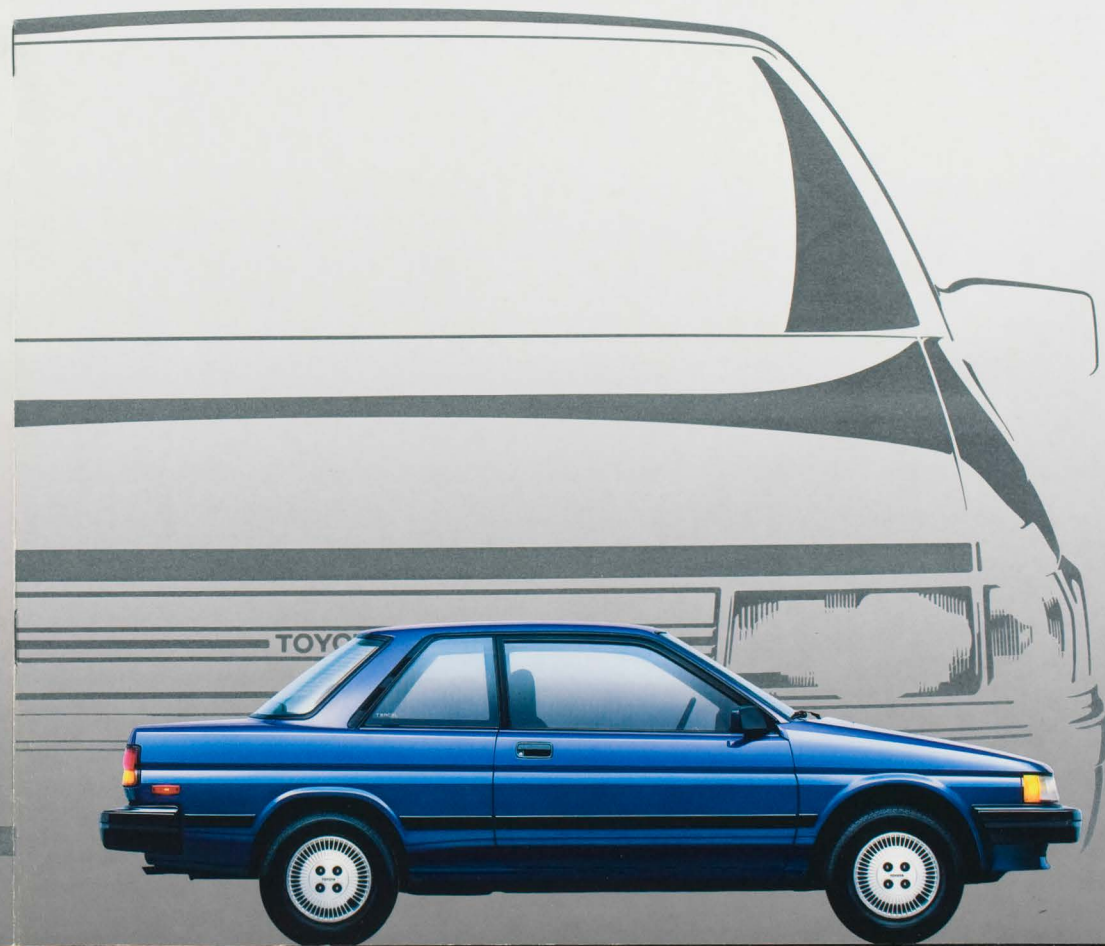
GET MORE FROM LIFE... BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

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TOYOTA

'89 T E R C E L



D E L I G H T F U L

Tercel is a stylish, contemporary car that's easy to love, economical and reliable. The attractive Coupe is a perfect match for your active lifestyle. With its thrifty personality and comfortable, feature-

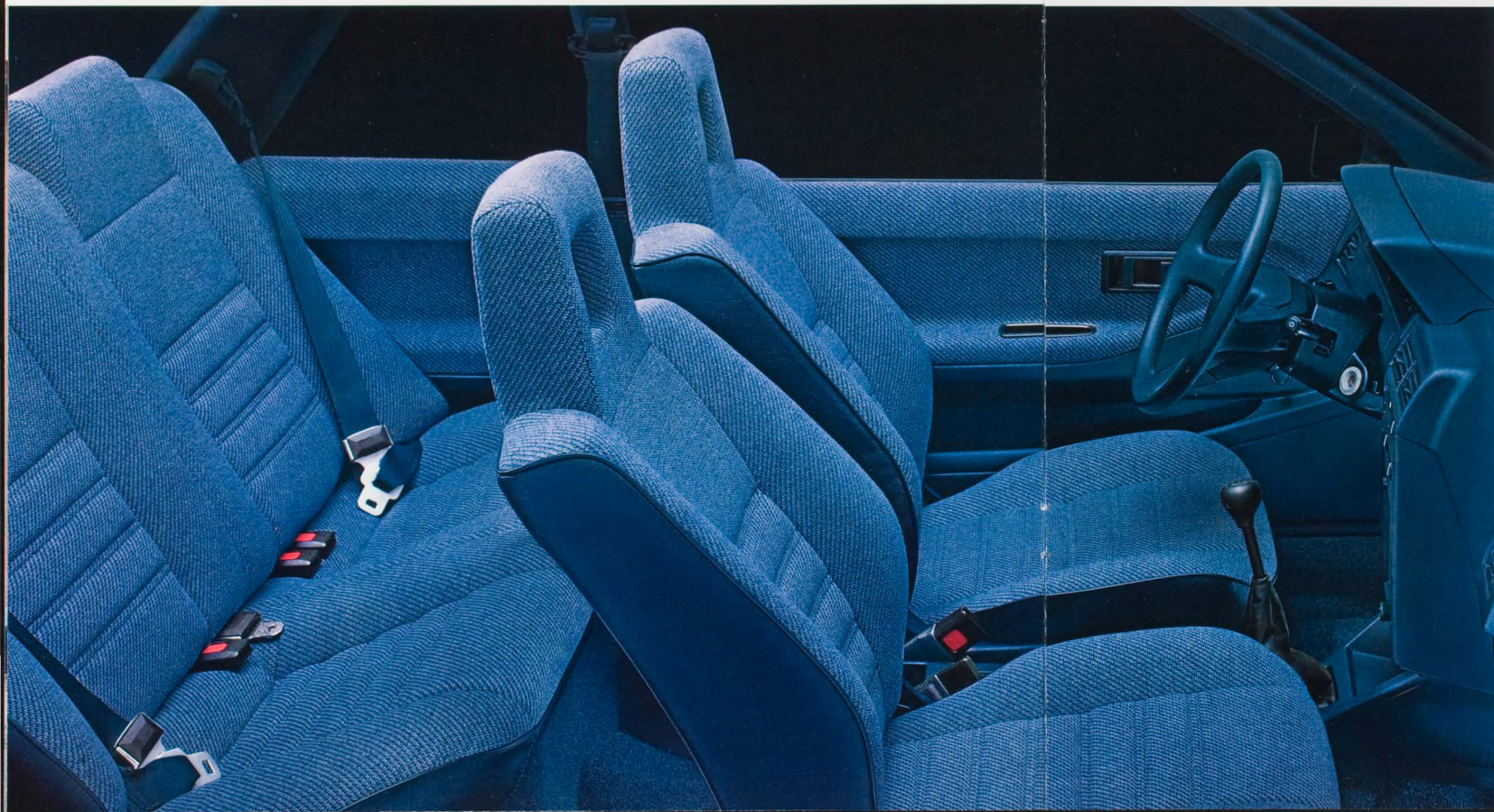
filled interior, you'll feel the Tercel is like a good friend. Whether you prefer the stylish lines of a coupe or the practicality of a liftback, Tercel makes driving fun and ownership rewarding. Choose

Deluxe or standard trim levels, or the extra-economical EZ, Toyota's most affordable model. All these Terceles are built to Toyota's standards of quality, a tradition that means reliability and dependability.



3-Door Deluxe Coupe
Shown in Light Blue Metallic
Shown with optional equipment

I N V I T I N G



Choose the Tercel Deluxe when you want a stylish and affordable car that offers a rewarding level of comfort. One look inside tells you that this Tercel offers a very attractive level of convenience features.

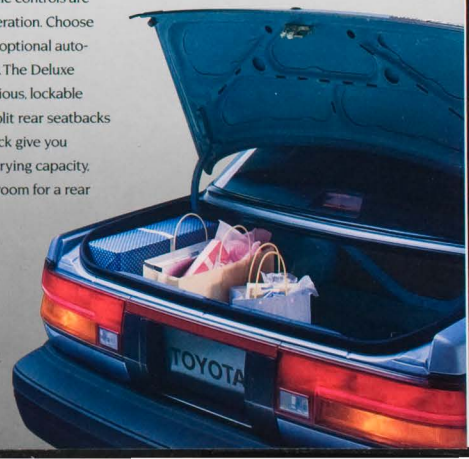
ROOM TO RELAX.

The Deluxe Coupe or Deluxe 3-Door or 5-Door Liftback offers ample space for passengers and cargo. Five adults sit comfortably on new, soft-touch fabric seats. The virtually flat, fully-carpeted floor ensures plenty of leg room. See-thru headrests aid rear vision, while large, tinted windows offer a panoramic view. A wide, flat dash and low hoodline enhance visibility. Large analog gauges can be read at a glance, while controls are laid out for easy operation. Choose between manual or optional automatic transmissions. The Deluxe Coupe offers a spacious, lockable trunk. The folding split rear seatbacks in the Deluxe Liftback give you increased cargo-carrying capacity, while still retaining room for a rear seat passenger.

ADVANCED DESIGN

Tercel's interior has been engineered to offer a level of convenience and comfort usually associated with more expensive cars. Thoughtful touches abound, from remote-controlled mirrors and a passenger vanity mirror to the pull-out cup holder. Tercel offers traditional Toyota Quality in a stylish car that's easy to own and fun to drive.

*Deluxe Interior
Shown in Blue Cloth
Shown with optional equipment.*





1



4



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1 A handy, retractable cup holder, which is standard on most Tercels, is one of many thoughtful touches.

2 The Deluxe Liftback features fold-down split rear seatbacks. Thanks to the virtually flat floor pan, Liftbacks have over 12 cu. ft. of cargo space with rear seatbacks up. With seatbacks down, storage room totals over 36 cu. ft.

3 Handy dual door pockets add extra storage for items such as maps and personal items.



8



9



10

4 Dual, sail-mounted remote-controlled outside mirrors are standard on the Deluxe models.

5 The Deluxe interior has an attractive, padded dash with large analog instrumentation and resettable trip-meter. All instruments are placed for easy visibility and controls are grouped so they are convenient to use. Options include power steering and a choice of sound systems.

6 A rear cargo cover provides extra privacy for storage on Deluxe Liftback models.

7 The optional Deluxe Convenience Package offers such amenities as a tilt steering wheel, intermittent wipers, low fuel warning lamp, analog quartz clock and convenient center console box for handy storage.

8 A smooth-shifting 3-speed automatic transmission is optional on most models. Deluxe models have a 5-speed manual overdrive transmission as standard equipment.

9 Tercel's efficient front-wheel drive layout provides superior traction and increased room for the driver and passengers.

10 With its versatile liftback design, advanced powertrain, roomy interior and long list of standard features, the Tercel 3-Door Deluxe Liftback takes the road in quiet comfort. (Shown in Silver Metallic)

11 Tercels are powered by a fuel-efficient,* 15-liter multi-valve engine.



11



The 5-Door Deluxe Liftback offers convenience, accessibility and capacity. With a low liftover height for its ample storage area, it's the perfect choice of active, growing families who need plenty of space and the reliability of Toyota Quality. (Shown in Teal Blue Metallic)

Shown with optional equipment.

*See mileage statement on page 11 for details. For further information on features and options, see page 11.

ECONOMICAL

With attractive choices and extra value, the Tercel lineup offers the stylish 2-Door Coupe, extra-roomy 5-Door and 3-Door Liftback, or the 3-Door EZ Liftback, Toyota's lowest-priced car. All are built to Toyota's high standards of quality, a tradition that continues to mean reliability and dependability over the long haul.

SMOOTH STYLE.

The Tercel Coupe is loads of fun. The sleek exterior of the stylish Coupe slices through the wind with ease. In all Tercels, attention was paid to the smallest details, from halogen headlamps to flush exterior surfaces. The result is higher efficiency for better performance, improved fuel economy*



3-Door EZ Liftback
Shown in Red



and noticeably lower wind noise for quiet, comfortable traveling.

BIG ON THE INSIDE.

Tercel comfortably seats five with reclining front bucket seats and a 3-across rear seat (with fold-down seatback in Liftbacks). Many appealing touches are evident on the 2-Door Coupe, 3-Door and 5-Door Liftbacks, such as a retractable cup holder and full carpeting. Choose the available



Standard Interior
Shown in Blue Cloth and Vinyl

Standard Convenience Package, which includes fabric seat trim, tilt steering wheel and a day/night mirror.

Tercel EZ is feature-filled with full carpeting, dual door pockets, dramatic styled steel wheels and more.

PERFORMANCE BY DESIGN.

Tercel is built for performance. Its engine, a 15-liter multi-valve design, provides quick response and great economy. Front-wheel drive and MacPherson strut front suspension offer nimble handling and sure traction. You'll get unmatched quality, a terrific price, and lots of smiles with every mile.

*1989 preliminary mileage figures determined by Toyota for Tercel 3-Door EZ Liftback with 4-speed manual transmission. 1989 EPA mileage estimates not available at time of printing. See page 11 for complete information.

2-Door Coupe
Shown in White
Shown with optional equipment.





1 Enjoy the clean, powerful sounds from this deluxe AM/FM stereo electronic-tuning radio with auto-reverse cassette and four speakers.

2 This AM/FM stereo electronic-tuning radio with auto-reverse cassette offers full, rich sound as well as the convenience of listening to your own cassette tapes.

3 Select the electronically tuned AM/FM stereo receiver.

4 Air conditioning assures passengers' comfort even on the hottest days.

5 A stalk-mounted cruise control, optional with the Deluxe Convenience Package, helps give the Tercel a truly luxurious feel.



6 On the 3-Door Deluxe, choose a manual sliding sunroof that adds to Tercel's fun, open-air feeling.

7 A right-hand outside mirror improves visibility and eases parking. (Part of Standard Convenience Package)

8 For improved visibility, a rear wiper/washer can be added to your standard or Deluxe Liftback.



	2-Dr		3-Dr		5-Dr		3-Dr	
	Dlx.	Dlx.	Dlx.	Dlx.	Dlx.	Dlx.	EZ	EZ
	Cpe.	Lf bk.	Lf bk.	Cpe.	Lf bk.	Lf bk.	Lf bk.	Lf bk.
PERFORMANCE								
1.5-liter 4-cylinder 12-valve engine	S	S	S	S	S	S	S	S
Front-wheel drive	S	S	S	S	S	S	S	S
4-speed manual transmission	—	—	—	—	—	—	—	S
5-speed manual overdrive transmission	S	S	S	S	S	S	—	—
3-speed automatic transmission	O	O	O	O	O	O	—	—
EXTERIOR STYLING DESIGN								
Stylish steel wheels with center caps	S	S	S	S	S	S	S	S
Full wheel covers	O	O	O	—	—	—	—	—
Stainless steel wheel trim rings	O	O	O	O	O	O	O	O
Aero-style tungsten halogen headlamps	S	S	S	S	S	S	S	S ¹
Dual sail-mounted manual remote-controlled outside mirrors	S	S	S	O ²	O ²	O ²	—	—
Sail-mounted driver-side outside mirror	—	—	—	S	S	S	S	S
Tinted glass	S	S	S	—	—	—	—	—
Wide protective side moldings	S	S	S	—	—	—	—	—
Manual sliding sunroof with wind deflector	—	O	—	—	—	—	—	—
Rear window wiper/washer with mist cycle	—	O	O	—	O	O	—	—
INTERIOR COMFORTS								
Coolant temperature and fuel level gauges	S	S	S	S	S	S	S	S
Resettable tripmeter	S	S	S	S	S	S	—	—
Electric rear window defogger	S	S	S	O	O	O	O	O
Variable-assist power steering	O	O	O	O	O	O	—	—
3-spoke steering wheel	S	S	S	S	S	S	S	S
Mist cycle windshield wipers/washers	S	S	S	—	—	—	—	—
Cruise control—includes variable intermittent windshield wipers/washers	O ³	O ³	O ³	—	—	—	—	—
Day/night rearview mirror	S	S	S	O ²	O ²	O ²	—	—
Quartz clock	O ⁴	O ⁴	O ⁴	O	O	O	O	O
Cigarette lighter	S	S	S	S	S	S	S	S
Air conditioning	O	O	O	O	O	O	O ³	—
Passenger-side vanity mirror	S	S	S	—	—	—	—	—
Front console with dual cup holder and storage area	S	S	S	S	S	S	—	—
Hi-back front bucket seats with see-thru headrests, walk-in seat forward device	S	S	S ⁵	S	S	S ⁵	—	—
Full cloth seats and door trim	S	S	O ²	O ²	O ²	O ²	—	—
Semi-fabric seats and vinyl door trim	—	—	—	S	S	S	—	—
Vinyl seats and door trim	—	—	—	—	—	—	S	—
3-point rear seatbelts (outboard positions only)	S	S	S	S	S	S	S	S
Dual door pockets	S	S	S	S	S	S	S	S
Fold-down split rear seatbacks	—	S	S	—	—	—	—	—
Fold-down rear seatback	—	—	—	S	S	S	—	—
Rear deck cargo cover	—	S	S	—	O	O	—	—
Fully carpeted and driver-side footrest	S	S	S	S	S	S	S	S ⁵
Fully carpeted rear cargo/trunk area and rear compartment light	S	S	S ⁵	S ⁵	S ⁵	—	—	—
Carpeted or rubber floor mats	O	O	O	O	O	O	O	O
AM/FM stereo electronic-tuning radio with 2 speakers	O	O	O	O	O	O	O	O
Deluxe AM/FM stereo electronic-tuning radio with auto-reverse cassette and 4 speakers	O ¹⁰	O	O	O ¹⁰	O	O	O	O
AM/FM stereo electronic-tuning radio with auto-reverse cassette and 4 speakers	O ¹⁰	O	O	O ¹⁰	O	O	O	O
Auto-reverse cassette deck	O	O	O	O	O	O	O	O
PACKAGES								
Deluxe Convenience Package—(with or without cruise control) includes tilt steering wheel, intermittent windshield wipers, low fuel light, analog quartz clock, illuminated cigarette lighter and center console box	O	O	O	—	—	—	—	—
Standard Convenience Package—includes cloth seat trim, passenger-side manual remote-controlled mirror, tilt steering wheel, remote fuel filler door, rear hatch, trunk, releases and day/night rearview mirror	—	—	—	O	O	O	—	—

Rectangular halogen. ²Part of Standard Convenience Package. ³Requires Deluxe Convenience Package. ⁴Part of Deluxe Convenience Package. ⁵Model #171 only. ⁶Without walk-in seat device. ⁷Semi-fabric door trim. ⁸Without footrest. ⁹Without light. ¹⁰With 2 speakers.

	2-Dr	3-Dr	5-Dr	2-Dr	3-Dr	5-Dr	3-Dr
	Cpe.	Dlx.	Dlx.	Cpe.	Dlx.	Dlx.	EZ
	Lf bk.	Lf bk.	Lf bk.	Lf bk.	Lf bk.	Lf bk.	Lf bk.
BODY FRAME CONSTRUCTION							
	Unitized body						
STEERING TYPE							
	Rack-and-pinion, collapsible shaft						
BRAKES							
	Power-assisted front disc with audible alert wear indicators/rear drum						
SUSPENSION FRONT							
	MacPherson strut with stabilizer bar						
SUSPENSION REAR							
	Rear trailing twist beam with gas-filled shock absorbers						
ENGINE TYPE							
	4-cylinder SOHC 12-valve						
DISPLACEMENT (SAE net)							
	1.5 liters (1456 cc)						
TORQUE (SAE net)							
	78 @ 6000 rpm						
	87 ft.-lbs. @ 4000 rpm						
EXTERIOR DIMENSIONS (in.)							
Wheelbase	93.7	93.7	93.7	93.7	93.7	93.7	93.7
Overall length	166.8	157.3	157.3	166.8	157.3	157.3	157.3
Overall width	64.0	64.0	64.0	64.0	64.0	64.0	64.0
Overall height	51.8	52.6	52.6	51.8	52.6	52.6	52.6
Tread width (front)	54.5	54.5	54.5	54.5	54.5	54.5	54.5
Tread width (rear)	54.1	54.1	54.1	54.1	54.1	54.1	54.1
INTERIOR DIMENSIONS (in.)							
Head room (front)	37.8	38.4	38.4	37.8	38.4	38.4	38.4
Head room (rear)	35.9	36.6	36.3	35.9	36.6	36.3	36.6
Leg room (front)	40.2	40.2	40.2	40.2	40.2	40.2	40.2
Leg room (rear)	30.8	32.1	32.1	30.8	32.1	32.1	32.1
Shoulder room (front)	51.5	51.5	52.9	51.5	51.5	52.9	51.5
Shoulder room (rear)	50.7	51.4	52.3	50.7	51.4	52.3	51.4
CAPACITIES							
Cargo/trunk capacity, rear seat up (cu. ft.)	10.0	12.2	13.0	10.0	12.2	13.0	12.2
Cargo capacity, rear seat down (cu. ft.)	—	36.2	37.8	—	36.2	37.8	36.2
Fuel tank capacity (gal)	11.9	11.9	11.9	11.9	11.9	11.9	11.9
CURB WEIGHT (lbs.)							
4-speed manual transmission	—	—	—	—	—	—	—
5-speed manual overdrive transmission	2010	1990	2025	2000	1965	2015	1970
3-speed automatic transmission	2060	2040	2075	2050	2030	2065	—
TIRES							
Type	All-Season Steel-Belted Radial Blackwall P185R13						
Size	Steel-Belted Radial Blackwall P185R13						
COLORS*							
	Solid Exterior	Interior	Metallic Clear Coat Exterior	Interior	Interior	Interior	Interior
	White	Gray or Blue	Silver	Gray	Gray	Gray	Gray
	Red	Gray	Beige	Beige	Beige	Beige	Beige
	Pearl Clear Coat Exterior	Interior	Medium Copper	Light Blue	Gray or Blue	Gray or Blue	Gray
	Medium Red	Gray	Light Blue	Satin Black	Gray	Gray	Gray
	Regatta Blue	Gray or Blue	—	—	—	—	—
MILEAGE ESTIMATES**							
	COUPES & LIFTBACKS						
	5-Speed Manual	3-Speed Automatic	4-Speed Manual	4-Speed Manual	4-Speed Manual	4-Speed Manual	4-Speed Manual
	31/37	28/32	31/37	31/37	31/37	31/37	31/37
Estimated city MPG / estimated highway MPG							
TOYOTA WARRANTY							
	36-month/36,000-mile basic new vehicle limited warranty;						
	5-year/50,000-mile limited emission-control device warranty;						
	5-year/unlimited-mileage corrosion/perforation warranty						

*Not applicable. **Some colors not available in all models. ***1989 preliminary mileage figures determined by Toyota. 1989 EPA mileage estimates not available at time of printing. 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 Specifications chart. For more details on 1989 options, accessories and specifications in your area, contact your Toyota dealer.