

THE TOYOTA TOUCH

The Toyota Touch is our effort to make all your experiences with Toyota the very best, before the sale and after. The Toyota Touch means we want to satisfy you.

If you ever have any questions, contact your dealer's Customer Relations Manager. For additional information, call our Customer Assistance Center at 1-800-331-4331 (weekdays, 9 a.m. to 9 p.m. EST).

WARRANTY INFORMATION

A 36-month/36,000-mile basic new vehicle limited warranty applies to all components other than normal wear and maintenance items. Additional 60-month/limited warranties cover your powertrain (for 60,000 miles) and corrosion perforation (unlimited miles). In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs.

LIMITED WARRANTY SUMMARY

| | |
|------------------------|-------------------------------|
| Comprehensive coverage | 36 months or 36,000-mile |
| Powertrain | 60 months or 60,000-mile |
| Corrosion perforation | 60 months and unlimited miles |

Get More From Life... Buckle Up!

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'91 TERCEL



TOYOTA
"I love what you do for me."

 **TOYOTA**

VALUE

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Smart and lively, the all-new Toyota Tercel breezes into 1991 with styling that's ready for today and right for tomorrow. With its wedge-shaped aerodynamic profile and an efficient multi-valve EFI engine, Tercel represents a value you can drive to the bank or to the supermarket.

There's a 1991 Tercel that's just right for you. If your thinking runs to a sporty 2-door model, choose the Tercel 2-Door Sedan or 2-Door Deluxe Sedan. Or consider the new additions to the Tercel lineup this year—the Tercel 4-Door Deluxe and 4-Door LE Sedans.

The 1991 Tercel is powered by a refined high-performance 1.5-liter 4-cylinder 12-valve EFI engine. The suspension provides a smooth ride and great cornering stability.

Tercel '91 features increased outer panel rust protection for an extended body life. What's more, its special features and materials help reduce wind, road and engine noise dramatically.

You'll find that the all-new Tercel is a value from most any point of view. And it pays to remember that Tercel brings you what money can't buy anywhere else: Toyota Quality.

4-Door LE Sedan shown in Light Green Metallic. Shown with optional equipment.



ABUNDANCE

Just one look at the 1991 Tercel LE is all it takes to excite you. Its modern exterior styling is a winner. Inside, you'll be pleasantly surprised by its abundance of standard features.

Tercel has deeply contoured front bucket seats with side bolsters for added comfort. The front seats have helpful slide and recline adjustments

and feature see-through headrests, which enhance the feeling of space.

While traveling, you'll appreciate Tercel's many interior storage areas, including front door map pockets and a large glove box.

In the rear, there are 3-point seatbelts in the outboard positions and contoured 60/40 fold-down split rear seatbacks to help accommodate long items like skis while still leaving room for two passengers.

Tercel is appealing both inside and out. For example, many of its features are color-coordinated. Color-keyed cut-pile carpeting and stylish fabric door trim enhance the Tercel LE's interior, while the exterior includes color-keyed bumpers and front grille. Full wheel covers give Tercel that custom look.

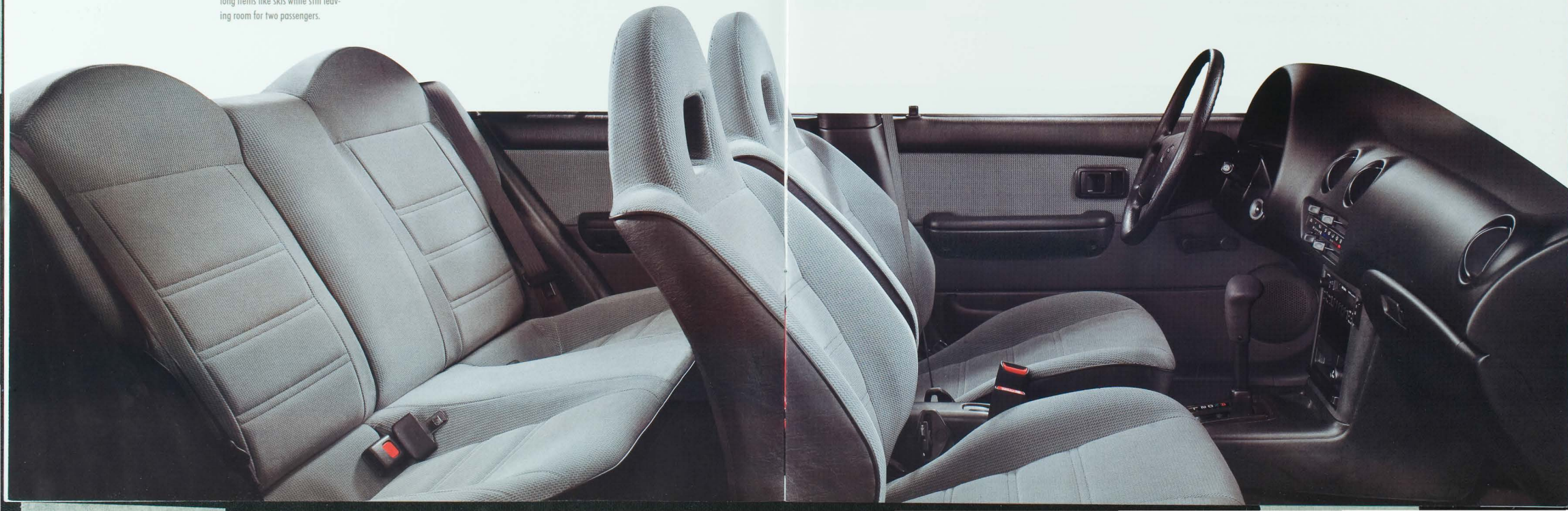
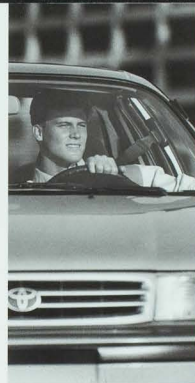
Other standard features on the LE include an ETR Radio with two speakers, side window demisters, rear defogger, intermittent windshield wipers, dual black manual remote-controlled outside mirrors and a day/night rearview mirror.

Tercel LE has all the features that you'll want in a comfortable yet affordable automobile. When

you need a car to take you into the nineties in style, Tercel offers an abundance of comfort, economy,* and legendary Toyota Quality.

LE Sedan interior shown in Gray cloth. Shown with optional equipment.

*See EPA mileage statement on page 16 for details.



TERCEL LE INTELLIGENT

When you're behind the wheel of the 1991 Tercel LE, you command an advanced edition of one of Toyota's most popular cars. Many of the 1991 Tercel LE's features are visible right from the driver's seat: the full array of instruments and controls are conveniently placed for easy viewing and operation.

Hold the stylish 4-spoke padded urethane steering wheel; it really gives you a handle on the fun-to-drive capabilities of the new LE model. The brilliant analog speedometer and the fuel level/coolant temperature cluster are easy to see day or night.* A large digital quartz clock is integrated into the dash so you can check the time at a glance. Rear window defogger and intermittent wiper controls are a finger-

touch away. For extra storage of maps and personal items, front door map pockets are within easy reach.

The Tercel's Flo-thru ventilation/heating system features contemporary rounded knobs that are easy to adjust. A control permits airflow direction and on-off adjustment with just a single touch. Air conditioning is an option on all models.

The LE's standard ETR Radio with two speakers features controls that are designed for easy operation. A speaker in each front door gives enhanced bass response.

Once you consider all the good reasons to own a 1991 Tercel, you'll appreciate just how intelligent a new-car purchase it is.

Shown with optional equipment.

*Tachometer available on Tercel LE with 5-speed manual override transmission. See chart on page 15 for details.



STYLISH

Here's fun in a whole new dimension of sweeping style. Meet the 1991 Tercel 4-Door Deluxe Sedan, one of the most stylish 4-doors you'll find. Its profile features a low, wind-cheating hood designed in a classic wedge shape which flows back to the aerodynamic, high rear deck.

Take a look at the Tercel 4-Door Deluxe Sedan: there's a handsome color-keyed grille accented with curved aero-style halogen headlamps. And, an optional Exterior Appearance Package offers color-keyed bumpers and black bodyside moldings. It's aerodynamic design is both functional and attractive.

Standard aerodynamic dual outside mirrors fit right into Tercel's

contemporary pattern of good looks. The windows are large for excellent visibility and an improved feeling of interior space. The rear trunk has space enough to hold luggage for a get-away family weekend.

For room, comfort and convenience, the versatile Tercel 4-Door Deluxe is a smart buy. With its

sophisticated multi-valve EFI engine, attractive exterior styling, and well-appointed interior, the Tercel 4-Door Deluxe is a sensible choice.

The Tercel 4-Door Deluxe Sedan sweeps into 1991 as a stylish and affordable way to put the satisfaction of Toyota Quality in your life.

4-Door Deluxe Sedan shown in Dark Blue Metallic.

Shown with optional equipment.



SHEER FUN

The Tercel 2-Door Sedans for 1991 are fun machines that get around the high cost of getting around.

The 2-Door Deluxe Sedan comes with many standard convenience features like 2-way adjustable high-back bucket front seats with slide and recline adjustments and see-through headrests. The front passenger seat slides forward when its back is tilted to ease getting into and out of the back seat. The very responsive 2-Door Deluxe Sedan has a standard 5-speed manual over-drive transmission or an optional 3-speed automatic transmission.

The Tercel 2-Door Sedan is Toyota's most fuel-efficient car.* And just wait till you count up all its "extras" that don't cost extra: the interior is fully carpeted. Full vinyl interior door trim panels have integrated armrests. A 2-spoke steering wheel is an added sporty touch. Rear-quarter side pockets are standard for added convenience.

The Tercel 2-Door Sedan. It's affordable, economical—and a car you'll call sheer fun.

2-Door Deluxe Sedan shown in Super Red; 2-Door Sedan shown in Super White.

Shown with optional equipment.

*See EPA mileage statement on page 16 for details.



'91 TERCEL FEATURES

The Toyota Tercel is available in both 2-Door and 4-Door models, including 4-Door LE and Deluxe Sedans, and 2-Door Deluxe and standard-grade Sedans. All four Terceles are excellent choices for fun driving and satisfying economy.* Every Tercel is an outstanding value. Just check out these standard features...

1 Four-door Tercel LE models have a remote fuel filler door and trunk release. They are both conveniently located near the driver's seat.

2 All Tercel 4-door models have child-protector rear door locks for an added degree of confidence.

3 The Tercel 2-Door Sedan has a roomy interior and contoured reclining front bucket seats for comfort.

4 The Tercel 4-Door LE trunk is fully carpeted to treat luggage and other stowables gently. Tercel's low liftover trunk has 10.7 cu.-ft. of space to ease loading and unloading.

5 Tercel LE features a convenient pull-out dual cup holder.

6 Look beneath Tercel's hood, and you'll see a responsive 1.5-liter multi-valve, electronically fuel-injected fuel-efficient powerplant.

7 The Tercel stops as smoothly as it goes. Front disc brakes provide added stopping power.

8 Full wheel covers add that extra touch of elegance and style. One style is standard on 2-Door Deluxe and another (shown) is standard

on 4-Door LE models. Another style is available as a dealer-installed option on the 2-Door Sedan and 4-Door Deluxe Sedan models.

9 An ETR Radio with two speakers mounted in the doors, has clean stereo sound and is standard on LE and optional on all other Terceles.

4-Door LE Sedan shown in Light Green Metallic; 2-Door Deluxe Sedan shown in Super Red. Shown with optional equipment.

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

*See EPA mileage statement on page 16 for details.



TOUCHES

14 Toyota Tercel is filled with thoughtful touches: clever, helpful features brought to life to make driving easier and more convenient. But if you want even more, just choose from these options...

1 An optional Deluxe ETR/Cassette has leather-touch presets for 12 stations, four speakers and four 15-watt max. power amplifiers for outstanding sound reproduction.

2 Power-assisted rack-and-pinion steering is optional on the 2-Door Deluxe, 4-Door Deluxe, and the 4-Door LE models.

3 Tercel offers an optional center console box.* Its convenient storage capacity helps you carry personal items you may need on the road.

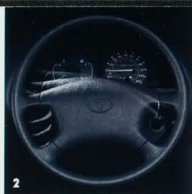
4 An optional Toyota Compact Disc Deck is an addition which delivers crystalline digital sound.

5 Air conditioning controls are integrated into the dash. Climate controls and the front window defroster switch are placed together for convenient operation.

6 A smooth-shifting 3-speed automatic transmission is available on LE and Deluxe Sedans.

7 Tercel's Deluxe Convenience Package is standard on the 4-Door LE and optional on the 2-Door Deluxe. It gives you dual black manual remote-controlled outside mirrors, intermittent windshield wipers, a digital quartz clock, fold-down contoured 60/40 split rear seat-backs, full trunk trim, and remote fuel-filler door and trunk releases.

*Available February, 1991.



COLORS

Interior Trim Levels



LE Cloth Blue or Black*



Deluxe Cloth Blue or Black*



Standard Vinyl Black*

Exterior Finish



Super White Blue** or Black



Silvermist Metallic** Black



Blue Metallic Blue** or Black*



Light Green Metallic Black



Dark Blue Metallic Blue** or Black*



Super Red Black



Medium Red Pearl** Black



*Black interiors have Gray seats.

**Not available on 2-Door Sedan.

*Available on the Tercel standard-grade 2-Door Sedan only.

SAFETY

For over fifty years Toyota has built vehicles which have achieved the highest recognition for quality, dependability and engineering excellence. These accomplishments are a result of Toyota's commitment to build vehicles that respond to your needs. It is a commitment based on the belief that well-built, dependable and trouble-free vehicles are safer vehicles. And it is a commitment which requires that everything that goes into a new Toyota—design, materials, manufacture, workmanship—does so with your safety, comfort and driving enjoyment in mind. Because, ultimately, the most important thing that goes into any new Toyota is you.

1991 TERCEL SAFETY FEATURES INCLUDE:

- Non-mechanical 2-point front passive-restraint shoulder belts
- 3-point rear outboard seatbelts
- Side door intrusion beams
- Child-protector rear door locks



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MECHANICAL

| | 4-Dr. LE Sedan | 4-Dr. Dlx. Sedan | 2-Dr. Dlx. Sedan | 2-Dr. Sedan |
|---|----------------------|------------------------|------------------------|----------------|
| 1.5-liter 4-cylinder SOHC 12-valve EFI engine | S | S | S | S |
| Front-wheel drive | S | S | S | S |
| 5-speed manual overdrive transmission | S | S | S | — |
| 4-speed manual transmission | — | — | — | S |
| 3-speed automatic transmission | 0 | 0 | 0 | — |
| Rack-and-pinion steering | S | S | S | S |
| Power-assisted rack-and-pinion steering | 0 | 0 | 0 | — |
| Power-assisted brakes (front disc/rear drum) | S | S | S | S |
| All-season steel-belted radial tires | S | S | S | S ¹ |

EXTERIOR

| | | | | |
|---|---|----------------|----------------|----------------|
| Aero-style halogen headlamps | S | S | S | S ² |
| Color-keyed bumpers | S | 0 ¹ | 0 ¹ | — |
| Aerodynamic driver-side outside mirror | — | — | — | S |
| Dual aerodynamic outside mirrors | — | S | S | A |
| Dual aerodynamic manual remote-controlled outside mirrors | S | — | 0 ¹ | — |
| Black protective bodyside moldings | S | 0 ¹ | 0 ¹ | — |
| Full wheel covers | S | A | S | A |

INTERIOR

| | | | | |
|--|----------------|---|----------------|----------------|
| Reclining front high-back seats with sea-through headrests | S | S | S | S ¹ |
| Fold-down contoured 60/40 split rear seatbacks | S | — | 0 ¹ | — |
| Full fabric seat material | S | S | S | — |
| Vinyl seat material | — | — | — | S |
| Front door map pockets | S | — | — | — |
| Rear quarter-area storage pockets | — | — | S | S |
| Full carpeting with driver-side footrest | S | S | S | S ¹ |
| Tinted glass | S | — | — | — |
| Center console box | A | A | A | A |
| Dual cup holder | S | — | — | — |
| Non-mechanical adjustable 2-point front passive-restraint shoulder belts with manual lap belts | S | S | S | S |
| 3-point rear seatbelts in outboard positions | S | S | S | S |
| Child-protector rear door locks | S | S | — | — |
| Air conditioning | 0 | 0 | 0 | 0 |
| Rear window defogger | S | 0 | 0 | 0 |
| Side window demisters | S | S | S | S |
| Mist-cycle windshield wipers | — | S | S | S |
| Intermittent windshield wipers | S | — | 0 ¹ | — |
| Remote head, trunk and fuel filler door releases | S | — | 0 ¹ | — |
| Speedometer, odometer, coolant temperature and fuel level gauges | S | S | S | S |
| Tachometer | 0 ¹ | — | — | — |
| Resettable tripmeter | S | S | S | — |
| Seatbelt, battery, brake, oil pressure, engine and door ajar warning lights | S | S | S | S |
| Digital quartz clock | S | — | 0 ¹ | — |

AUDIO SYSTEMS

| | | | | |
|--|----------------|----------------|----------------|----------------|
| ETR Radio with two speakers | S | 0 ¹ | 0 ¹ | 0 ¹ |
| Deluxe ETR Radio with four speakers | 0 | 0 ¹ | 0 ¹ | — |
| Mid-line ETR/Cassette with four speakers | A | A | A | A ¹ |
| Deluxe ETR/Cassette with four speakers | 0 ¹ | 0 ¹ | 0 ¹ | — |
| Compact Disc Deck | A | A | A | — |
| Auto-reverse Cassette Deck | A | A | A | A |

PACKAGES

| | | | | |
|---|---|---|---|---|
| Convenience Package—includes dual aerodynamic manual remote-controlled outside mirrors, fold-down contoured 60/40 split rear seatbacks, intermittent windshield wipers, remote trunk and fuel filler door releases and digital quartz clock | S | — | 0 | — |
| Exterior Appearance Package—includes color-keyed bumpers and black protective bodyside moldings | S | 0 | 0 | — |

DATA

S-Standard
 0-Optional
 A-Dealer-installed accessory
 —Not available
 N/A-Not applicable
¹Without all-season tires, radial tires only.
²Rectangular halogen headlamps.
³Part of Exterior Appearance Package.
⁴Part of Convenience Package.
⁵Solid headrests.
⁶Without footrest.
⁷Manual transmission model only.
⁸Also available as a dealer-installed accessory.
⁹Available only with two speakers.
¹⁰Not available on 2-Door Sedan.
¹¹1991 preliminary EPA mileage figures determined by Toyota. 1991 EPA estimated mileage figures not available at time of printing. See your Toyota dealer for details.

'91 TERCEL

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MECHANICAL/PERFORMANCE

| | | | | |
|---|---|---|--|--|
| Body/frame construction | Unitized body with galvanized steel panels, rust-preventive PVC underbody | | | |
| Steering type | Rack-and-pinion, collapsible shaft | | | |
| Turning circle diameter, curb to curb (ft.) | 32.2 | | | |
| Brakes | (front) (rear) | Power-assisted discs Drums | | |
| Suspension | (front) (rear) | MacPherson struts Trailing twist beams | | |
| Engine type | 4-cylinder SOHC 12-valve with electronic fuel injection | | | |
| Displacement | 1.5 liters (1,456cc) | | | |
| Horsepower (SAE net) | 82 @ 5,200 rpm | | | |
| Torque (SAE net) | 89 ft.-lbs. @ 4,400 rpm | | | |

ELECTRICAL

| | | | | |
|-----------------|---|--|--|--|
| Alternator | manual transmission automatic transmission ¹¹ | 12-volt, 60 amps. 12-volt, 70 amps. | | |
| Ignition system | Electronic | | | |
| Battery | Maintenance-free, 40-amps./hr. | | | |

EXTERIOR DIMENSIONS (in.)

| | | | | |
|----------------|-------------------|--------------|--------------|--------------|
| Wheelbase | 93.7 | 93.7 | 93.7 | 93.7 |
| Overall length | 161.8 | 161.8 | 161.8 | 161.8 |
| Overall width | 65.4 | 64.8 | 64.8 | 64.8 |
| Overall height | 53.2 | 53.2 | 53.2 | 53.2 |
| Tread width | (front) (rear) | 55.1 56.3 | 55.1 56.3 | 55.1 56.3 |

INTERIOR DIMENSIONS (in.)

| | | | | |
|---------------|-------------------|--------------|--------------|--------------|
| Head room | (front) (rear) | 38.2 36.2 | 38.2 36.2 | 38.7 36.7 |
| Leg room | (front) (rear) | 41.2 31.9 | 41.2 31.9 | 41.2 31.9 |
| Shoulder room | (front) (rear) | 53.0 52.2 | 53.0 52.2 | 53.0 52.4 |

CURB WEIGHTS (lbs.)

| | | | | |
|---------------------------------------|-------|-------|-------|-------|
| 4-speed manual transmission | N/A | N/A | N/A | 1,950 |
| 5-speed manual overdrive transmission | 2,035 | 2,005 | 1,975 | N/A |
| 3-speed automatic transmission | 2,085 | 2,055 | 2,025 | N/A |

CAPACITIES

| | | | | |
|-------------------------------|------|------|------|------|
| Trunk/cargo capacity (cu.ft.) | 10.7 | 10.7 | 10.7 | 10.7 |
| Fuel tank (gals.) | 11.9 | 11.9 | 11.9 | 11.9 |

TIRES

| | | | | |
|-------|---|--|--|--------------------------------|
| Type | Steel-belted all-season radial blackwalls | | | Steel-belted radial blackwalls |
| Size | 155/SR13 | | | 145/80R13 |
| Spare | Temporary | | | |

MILEAGE ESTIMATES¹¹

| | | | | | |
|--------------------------------|--------------------------|-------|-------|-------|-------|
| EPA estimated MPG city/highway | 4-speed manual | N/A | N/A | N/A | 33/37 |
| | 5-speed manual overdrive | 29/35 | 29/35 | 29/35 | N/A |
| | 3-speed automatic | 26/29 | 26/29 | 26/29 | N/A |

SPCS

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 and Specifications charts. For more details on 1991 options, dealer-installed accessories and specifications in your area, contact your local Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help you try to locate a specifically equipped vehicle.