

TOYOTA Celica



Practically a sports car but much more practical.

Just hatched.



1976 Celica GT Liftback™

Our newest Celica not only has lots of pizzazz, it's very practical.

For openers, the rear hatch lifts up and the back seat folds down. So there's space enough for such things as groceries, luggage and sports gear.

Also practical and also fun is the 5-speed overdrive transmission. It helps to save gas. And helps to reduce engine wear. Because the

5th gear allows the engine to run slower at cruising speeds. (Our smooth shifting 3-speed automatic transmission is also available.)

Other items at no extra cost include an AM/FM stereo radio, fully reclining Hi-back front bucket seats, wall-to-wall carpeting, electric tach, styled steel wheels with wide steel belted radial tires, and a spunky but economical 2.2 liter engine—among other nice things.



Celica GT Liftback™

One of those other nice things is quality workmanship. Every Celica that rolls off the assembly line is meticulously inspected and tested. Inside and out.

For instance, to make sure your Celica won't leak when the skies leak, we drench every one with over 3 tons of water before it is shipped to the United States.

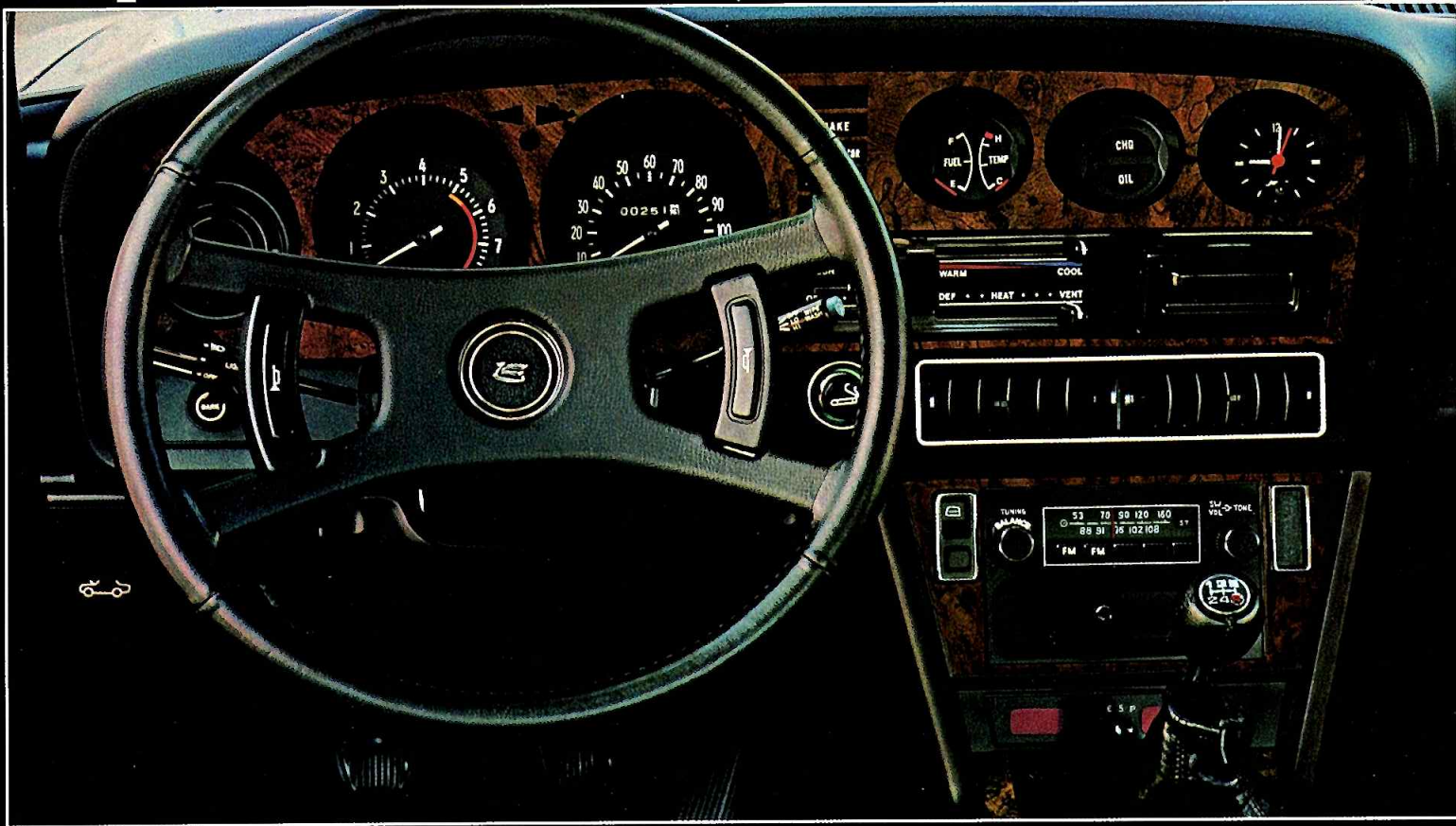
And because engine repairs can be costly,

we put every engine through 10 tough inspections. Before we put it into a Celica.

And because one tiny short can stop a car dead, we check out the entire electrical system.

Fact is, every single Celica goes through 17 different tests and inspections *after* it's driven off the assembly line. Sure, it's a tough way to make cars. But it's our way of making sure you end up with a tough car.

**As you can see,
we put a lot into our new Liftback.™**



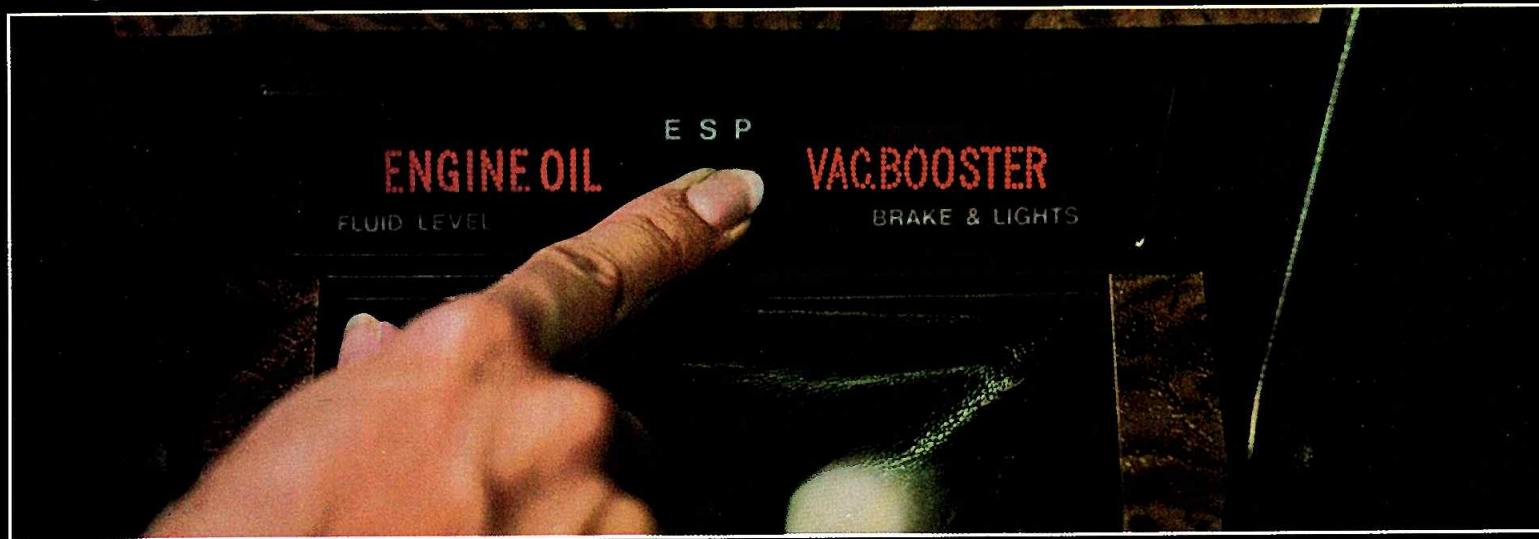
Dashing dashboard.

This beautifully designed instrument panel is a study in form and function.

It's trimmed in a vinyl reproduction of rich-looking woodgrain. And houses such welcome items

as an AM/FM stereo radio, electric tach, electric clock, resettable trip odometer, separate fuel and water temperature gauges, and a cigarette lighter.

All at no extra cost.



Brains as well as brawn.

Only Toyota offers a unique built-in early warning device called ESP™ (Electro Sensor Panel). It monitors 8 vital functions of the car. Covering the brake system, lights and fluid levels.

How does it work? Well, let's say your brake pads show signs of excessive wear. ESP™

will immediately flash. Then you push a button. Presto! The problem will be spelled out on the panel much like a digital calculator. Thus, giving you time to fix the brakes while there are still brakes left to fix.

In short, ESP™ warns you of little problems. So you'll have time to prevent big trouble.

Racy stuff.

There are some good reasons why our newest Celica looks, performs and handles like a sports car.

Reasons like: New 14" low profile steel-belted radial tires for better handling, corner-hugging MacPherson strut suspension, smooth-stopping power front disc brakes, sporty mag-pipe wheels, gas-saving 5-speed gearbox and a new longer wheel base for improved weight distribution and handling.

Snazzy stuff, sure.

But just remember, underneath all, it's an economical Toyota.



Make yourself comfortable.

Spacious interior includes soft fully reclining knitted vinyl Hi-back front bucket seats.

Thick, feet-pleasing nylon carpeting. Racy hand-pleasing leather wrapped steering wheel and molded shift knob. And eye-pleasing tinted glass.



Secret Compartment.

When you open the hatch, and flip the seat down you'll discover more than enough cargo space to carry a couple of sleeping bags, a pup tent and provisions for a week in the wild. You'll also find built-in luggage tie-down straps.

And then, under the carpeted cargo deck there's a hidden compartment. It contains the spare steel belted radial tire—and space for binoculars or whatever else you want to secretly carry.



You can get a Celica GT without a Liftback.™



Celica GT

The Celica GT has everything our Liftback™ has except a back that lifts.

Other than that, our two well-built GT models are built the same.

Same gas-saving 5-speed overdrive transmission. Same gutsy but economical engine. Same racing type suspension. Same innovative ESP™ system. Same everything—from an AM/FM stereo radio on the inside to wide

steel belted radial tires on the outside.

(And, of course, the same quality workmanship that goes into our GT Liftback™ goes into our GT Hardtop.)

So the question is, do you want a Celica GT™ with a liftback or a trunk?

Either way, you get a lot of car that's designed to give you lots of good service for a good long time.

And a Celica ST for less greenbacks.



Celica ST

Above is our lowest priced Celica, the ST. So you might wonder if it's low on standard features.

Fact is, it's loaded with extras that don't cost extra.

Inside, for instance, you'll find reclining hi-back front bucket seats, wall-to-wall carpeting, tinted glass, AM/FM radio, electric clock, rear window defogger, electric tach, and vinyl woodgrain trimmed instrument panel.

Outside, you'll be pleased to know that the power front disc brakes, steel belted radials and styled steel wheels also come at no extra cost.

Power is supplied by a 2.2 liter engine. And the transmission is a smooth-shifting 4-speed synchromesh. (Durable 3-speed automatic is available.)

So you see, our racy little ST is not only well-priced, it's well-equipped.

You're going to feel comfortable driving our sporty cars.





Some folks seem to be under the impression that a sporty car might cramp their style. Not to mention their arms, legs and back.

Not so in a Celica.

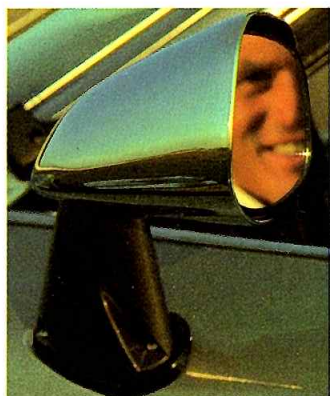
There's plenty of room to seat two adults up front and a couple of kids in back. And plenty of nice features (at no extra cost) to keep everybody comfortable.

Celica models feature fully reclining Hi-back front bucket seats. Wall-to-wall nylon carpeting. Power boosted flo-thru ventilation. AM/FM (GT: AM/FM/stereo) radio. Electric clock. Electric tach. Electric rear window defogger. Tinted glass. And vinyl woodgrain trimmed instrument panel and console. "GT" racing mirror. (GT only.)

Since everything we've mentioned on this page is standard equipment, you might ask if anything is optional.

Not much. Not much more than factory air conditioning, a stereo tape player and a durable 3-speed automatic transmission. (ST and GT Liftback™)

Celica comes with practically everything standard. So practically nothing is optional.



CELICA STANDARDS

☐ 2.2 liter hemi-head engine
☐ AM/FM radio ☐ Electric clock ☐ Hi-back bucket seats with passenger side walk-in device ☐ Transistorized ignition system ☐ Tinted glass ☐ Power boosted flo-thru ventilation system ☐ Electric tachometer ☐ Separate oil pressure and amp warning lights ☐ Separate fuel and water temperature gauges



☐ Electric rear window defogger ☐ Resettable trip odometer ☐ Reversible ignition and lock key ☐ Heater/defroster w/3-speed fan ☐ Padded armrests ☐ 2-stage door opening ☐ Wall-to-wall carpeting ☐ Power front disc brakes ☐ Unit body construction ☐ Lockable glove compart-



ment ☐ Padded dash and assist grip ☐ Day/Night inside rear view mirror ☐ Recessed interior door handles ☐ 2-speed washer/wiper ☐ Rich-looking wood-grain instrument panel and console ☐ Inside hood release ☐ Styled steel wheels ☐ 4-speed full synchromesh transmission ☐ 175 SR x 14 radial tires (ST only) ☐ Knit-type vinyl seat fabric ☐ Molded headliner

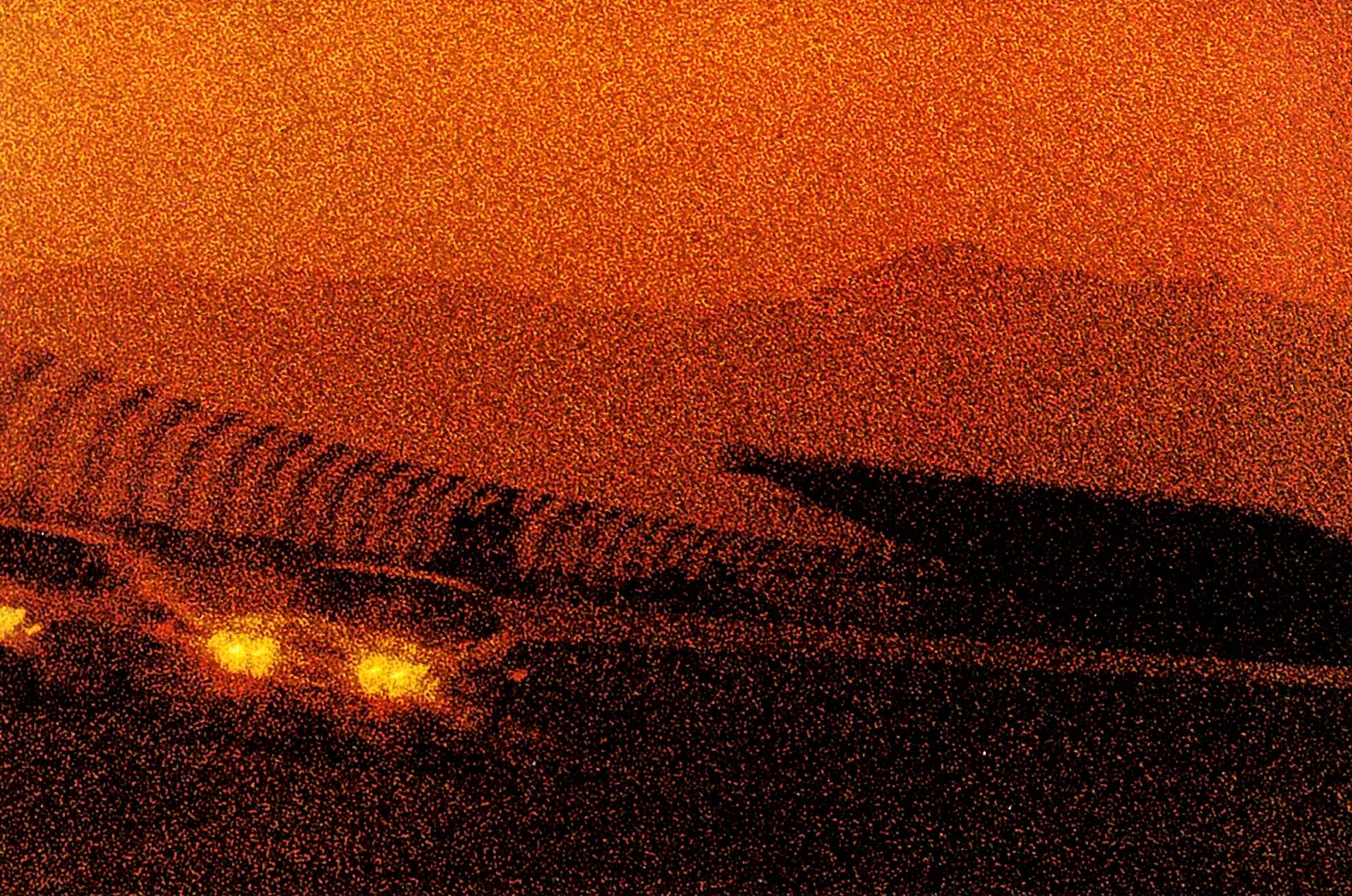


STANDARD ON THE GT AND GT LIFTBACK™

☐ 5-speed full synchromesh overdrive transmission ☐ Leather-wrapped 4-spoke steering wheel, simulated leather on shift knob ☐ 185/70 HR x 14 Steel belted radial tires ☐ Racing stripes ☐ Body side moldings

STANDARD ON THE GT LIFTBACK™

☐ ESP™ ☐ Glove box light ☐ Deck carpet ☐ Fold down rear seat ☐ Cargo compartment lamp



PTIONS:

Factory air conditioning
 3-speed blower ☐ 8-track
 stereo tape system ☐ AM/FM
 stereo radio ☐ 3-speed auto-
 matic transmission (ST and
 GT Liftback™)
 Additional options may be
 available at your local Toyota
 dealer.

EXTERIOR COLORS:

White ☐ Silver metallic
 Red ☐ Orange metallic
 Dark brown metallic ☐ Yellow
 Light green metallic
 Light blue metallic ☐ Beige

Mileage claims in this brochure are based on 1976 E.P.A. tests. Celica models got up to 36 MPG on the highway and up to 21 MPG in the city. *Remember*, these mileage claims are *estimated*. Your actual mileage will vary depending upon the type of driving you do, your driving habits, how well you maintain your car, optional equipment installed, and road and weather conditions. EPA mileage results for individual models are available at your Toyota dealer. Specifications, equipment and prices are subject to change without notice.

SPECS:

Exterior Dimensions:

Wheelbase	98.3"
Length	174.6"
Width	63.8"
Height: ST	51.4"
GT	51.2"
Tread (ST): Front	52.6"
Rear	51.0"

Curb Weights (pounds):

ST	2545
GT	2580
GT Liftback™	2620

Capacities

Luggage Compartment (ST & GT)	5.5 cu. ft.
Fuel Tank	14.5 gallons

Get your hands on a Toyota. You'll never let go.

If you've read this far, you've probably found a Toyota that you like pretty much.

But maybe, like a lot of people, you're worried about finding parts and service for an imported car. Especially away from the big cities.

Well, we've spent the past 10 years building one of the finest parts and service organizations in the U.S. So you won't have to worry.

There are nearly 1,000 Toyota dealers throughout America.

There are trained Toyota mechanics in every state.

And there are 9 Toyota parts dis-

tribution centers around the country — all linked by computer and telex — to keep Toyota dealers well-stocked. So whatever part you need, your Toyota dealer probably has it on hand. If not, he can get it fast. The system's so efficient it fills most orders within 24 hours.

And Toyotas are designed to be easy to service. You don't have to take apart half the engine to change a spark plug.

Good cars that are easy to service.

And good service that's easy to find.

Maybe that's why 94% of the Toyota cars sold in this country since 1958 are still on the road.

