

This press pack accompanied the UK launch of the convertible version of the fourth generation Celica in 1987. More details about the Celica range can be tracked in the Timeline feature on the fourth generation Celica archive page. Further information about the Celica range can be obtained from the Toyota press office.

TOYOTA

PRESS INFORMATION

EMBARGO: NOT FOR PUBLICATION PLEASE BEFORE FEBRUARY 9, 1987

TOYOTA CELICA GOES TOPLESS

Toyota's acclaimed two litre 16 valve twin cam coupe, the Celica GT, is being shown for the first time at the Ulster Motor Show (Belfast, February 9-14) as a striking Cabriolet version with a detachable forward roof section and fold away rear roof arrangement. It will go on sale in the UK on March 1 - in plenty of time to catch the very best of spring and summer weather.

Originally launched in November 1985, the 130 mph Celica has been acknowledged as a pace setter in performance, styling and handling with its transverse engine, front wheel drive chassis. The 147 bhp engine provides smooth power and 133 lb ft of torque and is combined with all independent coil spring suspension with anti-dive, anti-lift and anti-squat characteristics for outstanding roadholding and ride comfort.

Now Celica Cabriolet owners can have all the style and performance with the option of wind-in-the-hair soft top motoring. The forward part of the roof is a detachable one-piece grp section, fully lined and trimmed. It will stow

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easily in the boot. The rear section simply unfastens to fold neatly away behind the rear seats. Therefore the whole roof can be removed or the forward section can be detached only, leaving the rear soft top assembly in place.

With the removal of the Celica roof, considerable body reinforcement is necessary in the screen pillars, rear bulkhead, front scuttle, sills and doors in order to maintain strength and rigidity. Much of this work is undertaken by the Toyota factory in Japan.

In Britain the Celica GT is in two door liftback form while the Celica Cabriolet is a conversion of the two door coupe (booted) version as available in Japan. After strengthening work at the factory, the cars are sent to the Voll Company of Wurzburg, northern Bavaria for further reinforcement and conversion to Cabriolet body form. Voll have built up an enviable reputation as quality vehicle body and coachwork builders over the past 60 years and although firmly established in Germany, have been British owned for the past two years. Voll undertake this Celica conversion work on behalf of Toyota for the whole of Europe.

Mechanically identical to the existing Celica GT, the Cabriolet differs slightly from that model in specification. Unlike the GT, the Cabriolet is not fitted with air conditioning and electric headlamp washers, while door mirrors

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are manually adjustable from inside the car instead of electrically. Unlike the hardtop Celica, the rear seats have a 50/50 split, giving direct access to the boot. The Toyota Celica Cabriolet will be available with manual transmission only with a choice of three colours - red, white or black.

The price structure is as follows:

Basic price	£13,637.00
Car Tax	1,136.41
VAT	2,216.01
Total	£16,989.42

The sales target for 1987 is 250 units.

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Note to editors and journalists: a diagram of body reinforcement work is available if required.

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