This press pack accompanied the UK launch of the fifth generation Celica in February 1990. Details of the model's history can be tracked using the Timeline feature on the fifth generation Celica archive page. Additional assets and information relating to the Celica range can be obtained from the Toyota press office if required.

TOYOTA

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THE NEW CELICA

In formulating concepts for the fifth generation Celica, Toyota engineers and designers went back to the drawing board and thought seriously about what they term a "speciality car". They then contemplated what role the Celica should fulfil in the coupe car market. They found the following three concepts of supreme importance.

First of all, a sports coupe should be compact and futuristic. The Celica offers styling that maintains its leading position in styling design trends. The second objective of a speciality car is to provide exciting performance. The Celica possesses the ideal combination of a more finely tuned suspension and higher performance engines. Finally, engineers and designers felt that a sports coupe must, to the greatest extent possible, enhance the pleasure and joy of driving. The Celica has a comfortable, stylish interior with a range of equipment to optimise driving enjoyment.

The new Celica provides more of what sports coupe car buyers demand - exciting and original styling, improved ride performance, and a comfortable interior. Its function in the

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Toyota line-up is to act as a symbol of the company's continuing efforts to respond to customer demands for advanced styling, leading-edge technology and, above all, the highest Toyota quality.

NEW CELICA FEATURES

A single glance at the new Celica shows it to be quite a departure from the previous model. In creating the new Celica, the designers strove from the beginning to avoid a cold "high-tech" look and to achieve a warmer "humanistic" design. The Celica GT's coefficient of drag improves from Cd 0.33 to 0.31 and it was styled without the self-indulgence of record breaking mania at the expense of practicality. The Celica designers feel this is the direction speciality cars will take as we enter the '90s.

The interior follows the same "humanistic" design theme, flowing gently around the cockpit, putting the driver in close touch with the driving experience and at the same time evoking a high quality, relaxing ambience. The meshing of these two important goals raises the Celica's interior design standard to a new level in sports speciality cars.

Under the new Celica's skin, engine improvements offer plenty of power and performance. Two different engines will be available, each with its own distinctive character designed to fit the personality of the individual behind the wheel. The top

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of the line in power is the new turbocharged 2.0 litre 16-valve twin-cam 3S-GTE engine (201 bhp/6000 rpm). This engine is equipped with a twin-entry type turbocharger, an innovation which reduces exhaust interference, thereby enhancing low-speed performance and acceleration. For the driver looking for torque in the low-speed range and high-speed power, the Celica's new 2.0 litre 16-valve twin-cam 3S-GE configuration is perfect (158 bhp/6600 rpm). This engine features a new variable induction system.

Various other features of the new Celica's chassis add to its performance and ride. The suspension has been retuned for an even smoother, more comfortable ride. Also, the new torque sensing limited slip differential on the rear and the addition of wider 215/50VR 15 tyres upgrade the Celica GT-Four's feel.

Celica makes sure all this performance comes with the appropriate amount of comfort inside. The cockpit has been designed with smooth flowing curves and large, integrated components which wrap around the driver. Noise, vibration, and ride harshness have been significantly reduced by means of increased shell rigidity, flush-surfacing of the exterior, and the adoption of fluid-filled engine mounts and aluminium engine block brackets. To provide the most pleasant interior temperature, the new Celica's air conditioner (in the GT-Four) has improved performance and the cabin has been re-designed for smoother air flow. On top of all this, the Celica abounds in

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convenient extras such as an automatic tilt-away steering wheel (GT-Four) and a split, fold-down rear seat. And the most convenient, most dynamic "extra" in the new Celica is its new audio system with six speakers.

The aspect of the new Celica that really separates it from everything else in its class is its built-in quality and durability. A quick glance at the interior shows the Celica's integrated, curvaceous high-quality cockpit styling. A closer inspection will show that the elimination of gaps and crevices and the concealment of unsightly screws are some of the factors which contribute to this quality. On the exterior, the new Celica comes in a range of colours to enhance the high quality appearance. Furthermore, the Celica's beautiful exterior finish will last longer due to the expanded use of rust-preventive galvanealed steel sheets and zinc-iron alloy double layer galvanealed sheets.

The new Celica has been engineered and designed to satisfy the senses - it's a more beautiful automobile to look at, listen to, touch... and of course, drive.

UNDER THE SHELL

- Body Variations -

Each of the Celica's two bodies has its own distinctive design features which separate it from the other. The front wheel drive liftback model (GT) has a tight wedge shape and the rear spoiler gives a strong, dynamic appearance. The

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rear combination lamps and lower back garnish are designed in a horizontal line for a solid, powerful look. The GT-Four liftback wide body was designed for the sports enthusiast to express strength and excitement. Special design features of this model include a bonnet air intake and bumper grille plus wide wings and rear quarters. The wide body also receives wide tyres and exclusively designed aluminium wheels. This styling is accentuated by exterior colours that show off the Celica's attractive styling points.

- Engine -

The new Celica comes with two engine variations - a turbocharged, 2.0 litre twin-cam 16-valve 3S-GTE and a non-turbo, 2.0 litre twin-cam 16-valve 3S-GE. Both engines provide power and performance exceptional in this class of vehicle.

The GT-Four Celica features the newly improved 3S-GTE engine with twin-entry turbocharger. Output and torque are increased (201 bhp/6000 rpm and 203 lb ft/3200 rpm) for faster acceleration and unsurpassed performance.

The most significant aspect of this engine, and the factor that really puts the punch into it, is its newly developed twin entry turbocharger. The twin entry system works like this: an engine has ranges on which there is some overlap in the exhaust valve opening timing of the cylinders. This can cause interference in the exhaust gas flow where the exhaust gases from the two cylinders join and results in exhaust energy loss in a

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turbocharged engine. Also, cylinders which have just finished the exhaust process are affected by the high back pressure of the exhaust initial process, so that high pressure gas remains behind. This hinders smooth intake flow to the engine. Exhaust interference is eliminated in the new turbocharged engine by providing two exhaust ports, for cylinders one and four and for cylinders two and three. This new design increases the engine's low-speed performance and acceleration response.

Other features of the turbo engine include an air-cooled intercooler, increased valve lift, and higher compression ratio. All these factors add up to a turbocharged engine with much more powerful performance.

The 2WD Celica GT is fitted with the new 3S-GE engine. This engine features improved performance by means of a variable induction system for greater output in the entire power range. In fact, the 3S-GE has the highest output in the 2.0-litre class with maximum output at 158 bhp at 6600 rpm and maximum torque of 140 lb ft at 4800 rpm. Other features include increased valve lift, higher compression ratio, a newly adopted knock control system, and a stainless steel exhaust manifold. A stainless steel exhaust manifold resists higher exhaust gas temperature and allows the engine to run at high speed with a leaner air-fuel ratio. This results in far better fuel economy during high speed driving.

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- Drivetrain -

The major advancement in the Celica's drivetrain makeup is the adoption of a torque sensing limited slip differential. This feature provides excellent traction and ideal torque distribution on a variety of road surfaces. A torque-sensing feature like that available on the Celica is more effective than viscous or multi-plate types in that it affords effective traction even when accelerating from standstill on a road which is slippery on one side only. The torque sensing limited slip differential is a standard feature on the GT-Four model.

Improved shift feel and reduced noise during shift operation are two more major improvements to the Celica transmission. These developments result from greater precision in the transaxle parts, a decrease in friction for the shift control cable, and a reduction in play in the shift lever ball.

- Chassis -

The Celica's suspension continues with the same basic components, but with numerous refinements for a more comfortable, stable ride. The front suspension is an L-arm MacPherson strut type as before. But the new suspension provides excellent handling and outstanding ride comfort as the result of the utilisation of Vorlauf geometry, and optimally tuned springs, shock absorbers and bushings. In the rear, the Celica's suspension is a dual-link MacPherson strut. The arm attachment point and bushing design have been optimised to further enhance stability and ride comfort. All of this adds up to a Celica that

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is even more rewarding to drive. Grip and handling have been improved. For example, lateral acceleration Gs have increased from 0.83 to 0.87.

- Steering -

The new Celica's engine rpm sensing, power assisted rack and pinion steering continues as before with various improvements. The shape of the spool valve has been modified to provide a more linear steering feel. Furthermore, steering feel is more natural during cornering or lane changes. This has been achieved by increasing linear steering torque, which responds to the steering angle.

Another new aspect of the Celica's steering system is a memory auto tilt-away function which is standard equipment on the GT-Four model. The steering wheel moves to the highest position when the ignition key is removed from the cylinder. The steering wheel is locked in that top position. It is unlocked by inserting the key into the cylinder again and returns to the set position when pulled down by hand. This feature improves ease of entry and exit.

- Brakes -

Both new Celica models employ disc brakes all round for outstanding, safe braking. The brake size and booster size are optimally designed to match the characteristics of the individual engine types. For improved performance, the new Celica has enlarged front calipers, enlarged boosters and enlarged disc

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rotor. Furthermore, ABS (Anti-lock Brake System) is standard equipment on the turbo 4WD model and on the GT model. All of these items add up to surer, more secure braking performance.

- Tyres -

Newly developed Dunlop 215/50 VR tyres, standard on the wide-body GT-Four, offer greater traction and superb driving stability. This is the first time Toyota has used a 15 inch tyre on the Celica and its welcome addition to the line-up beefs up the looks and ride feel of the wide-body model.

- Body -

To help protect the occupants, the new Celica has been designed with a highly rigid body construction, reinforcement in pillar junctions and other body parts, and the extensive use of high strength steel. All of these strengthening measures add up to a stronger shell plus the added benefit of reduced vibration and noise in the cabin.

The Celica's structure with this model change has been made tighter, stronger, and more rigid in an effort to create a more relaxing, quiet interior. Countermeasures have also been taken in the engine to reduce vibration and noise levels.

The normally aspirated version of the Celica's 2.0 litre engine has received various noise reduction improvements. A newly developed cylindrical fluid-filled compound mount is used on the left and right sides to decrease engine noise and

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vibration. This mount has an insulator filled with fluid. The fluid inside the fluid chamber reduces the dynamic spring modulus in the high-frequency range and thus increases quietness in the passenger compartment. The flow of fluid through the orifice suppresses engine vibration. This is the same type of mechanism as that used in a shock absorber. In addition, engine mounts are made of lightweight aluminium which raises the frequency of the sound resonance for a more soothing engine tone.

The Celica's flush-surfaced body is a major contributor to noise reduction in the cabin. The windscreen moulding, outside door handles, and roof drip moulding have all been made flush with the Celica's body for smoother, more aerodynamic air flow and a resultant decrease in wind noise.

Body rigidity is another factor in the reduction of vibration and creation of a quieter cabin. Key support areas and major panels are all constructed of high strength steel sheet which makes for a more rigid, low-vibration body shell.

- Rust Resistance -

Rust-resistant steel sheet is used extensively in the new Celica and the application of anti-chipping paint and PVC (Polyvinyl Chloride) coatings has been expanded to greatly improve rust-resistant effectiveness.

Two types of rust-resistant steel sheet are used: galvanealed steel sheet and zinc-iron alloy double layer galvanealed steel

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sheet. They cover 85 per cent of the Celica body sheet metal. Galvanealed steel sheet is used for many parts such as inner panels and floor panels. Zinc-iron alloy double layer galvanealed steel sheet is used for the major outer panels such as the doors and bonnet.

Zinc-iron alloy double layer galvanealed steel sheet is made by adding a zinc-rich layer to both sides of the base metal to provide rust resistance. An iron-rich layer is added to the outer surface of this steel sheet to provide excellent paintability. Superb rust-resistance is assured and a beautiful paint finish is obtained.

The new Celica's anti-rust features do not stop there. The polyester type anti-chipping paint previously used on the lower sections of the body has been replaced by urethane paint to further improve anti-chipping performance. This type of paint is applied between primer and surface coats. For rust protection under the car, PVC coatings have been applied to virtually the entire underside of the body. Hemming areas where rust can easily develop, such as in the bonnet, doors, and boot lid, have been treated with wax to improve sealing power. Other smaller yet equally important areas of protection include the wheel arch which is specially designed to minimise mud deposits, the fuel inlet box which is constructed of plastic, and the side outer panel which is in a single piece, thereby eliminating gaps that can cause rust and, as an added benefit, improving the overall appearance of the vehicle.

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STEPPING INSIDE

- Interior Styling -

Unique interior design features of the new Celica include an oval shaped meter hood and snug-fitting sports seats. A push-button heater control panel blends in with the oval curvature of the meter hood for design aesthetics as well as operational ease. Furthermore, the audio system controls, gear lever, parking brake lever and other switches have all been ergonomically repositioned and reshaped. Door trim and garnish have been enlarged and integrated for a more solid, smooth appearance. Also, screws have been used minimally, producing a cleaner, flush-surface look.

- Convenience -

The new Celica's interior contains a plethora of conveniences for comfort and driving ease. A pull-out cup holder is located in the centre cluster within easy reach. A pop-up cassette tape case fits into the console box. The audio controls, gear lever and ashtray have all been brought between 50 and 60 mm closer to the driver.

Other upgraded conveniences on the new Celica are its power windows and door locks. The power window switches have a one-touch auto-down function which automatically opens the driver's window at a single press of the switch. The power window system is operated by "toggle" switches with push up/pull down operation in line with the actual movement of the window glass. The

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switches blend in nicely with the door trim. The power window system is a standard feature on the GT-Four and on the GT model. The door lock control system is linked with the passenger side, and prevents inadvertently locking the key within the vehicle. If the door is opened and the lock knob is set to the "lock" position while the key is still inserted in the cylinder, the door unlocks automatically.

- Seats -

The new Celica's seat styling and construction are worthy of special note. Its seats have been carefully designed not only to provide the right amount of hold for hard driving, but also to be comfortable even on long trips. The sports seat features a modern-looking unified back and headrest which are connected by accordion-shaped posts. The headrest has been made more compact for a less imposing look.

The numerous refinements to the Celica's seats are more than skin deep. Firm side pads are used in the seat cushion and seat back to improve support and prevent the seat from losing its original shape. The seat cushion has also been upgraded by installing a plate in the centre which is supported by four springs at the corners. This design minimises sagging at the centre, providing a firm cushioning feel. Furthermore, the seat cushion has a unique construction that brings out the best in the seat cushion springs.

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- Instrument Panel -

The most prominent feature of the new Celica's instrument panel area is its distinctive sculptured meter hood and integrated push-button air conditioner. The meter hood, which curves softly around the dash, offers a clear view of the instruments and blends smoothly into the overall design layout of the Celica interior. Another improvement is the ignition key cylinder which has been relocated for easier operation, from the side of the steering column to the instrument panel. Furthermore, the previous button type ignition key cylinder lock has been replaced with a push-in type. The ignition key is simply pushed in to turn it from the ACC to the LOCK position.

- Heating, Ventilation and Air Conditioning -

The new Celica, with improvements to its air conditioning system (standard on the GT-Four), has become a more comfortable place to be in any season. Heating, air conditioning, and defrosting capacities have all been increased by means of a compressor with a variable capacity control mechanism, a drawn cup evaporator, as well as other new features. Moreover, the flow of air in the cabin is smoother for more rapid and even temperature distribution.

The heater control panel, now integrated under the meter hood, is 130 mm closer to the driver. The lever type panel on the previous Celica changes to a push-button layout. Buttons and knobs are logically arranged and sized for ease of operation.

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For the first time, the rear demister switch is located in the heater control panel to centralise related functions in one area.

- Audio System -

Both Celica models feature a powerful new audio system with six speakers. The stereo radio has three wave bands and 18 stations can be pre-set for easy tuning. The cassette unit has Dolby noise reduction and of course, there are separate controls for tone, balance and fade.

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NEW TOYOTA CELICA

TECHNICAL SPECIFICATIONS

CELICA GT			
Engine	3S-GE, 4 cylinder in-line, transverse		
Valve mechanism	4 valves per cylinder, DOHC		
Bore and stroke	86 x 86 mm		
Capacity	1998 cc		
Compression ratio	10:1		
Fuel system	Electronic fuel injection		
Fuel type	95 RON leaded or unleaded		
Ignition	Transistorized		
Power output	158 bhp/6600 rpm		
Torque	140 lb ft/4800 rpm		
Battery	12V 32 amp hr.		
Alternator	840 watts		
Maximum speed	136.7 mph (manual)		
	130.5 mph (auto)		
0-60 mph	7.9 sec (manual)		
	9.5 sec (auto)		
0-400 m	15.8 sec (manual)		
	17.0 sec (auto)		
Speeds in gears - 1st	37.9 mph	42.9 mph (auto)	
2nd	61.5 mph	77.7 mph (auto)	
3rd	95.1 mph	119.9 mph (auto)	
4th	121.8 mph		

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PRESS INFORMATION

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Fuel consumption Manual		Urban cycle	28.5 mpg (9.9 litre/100 Km)
		Constant 56 mph	48.7 mpg (5.8 litre/100 Km)
		Constant 75 mph	37.2 mpg (7.6 litre/100 Km)
	Automatic	Urban cycle	29.4 mpg (9.6 litre/100 Km)
		Constant 56 mph	49.6 mpg (5.7 litre/100 Km)
		Constant 75 mph	(38.7 mpg (7.3 litre/100 Km)
Towing capacity with brake		1200 Kg	
without brake		600 Kg	
Fuel tank capacity		60 litres	

DIMENSIONS

Length		4420 mm	
Width		1705 mm	
Height		1300 mm	
Wheelbase		2525 mm	
Track	front	1465 mm	
	rear	1430 mm	
Overhang	front	1005 mm	
	rear	890 mm	
Ground clearance		155 mm	
Angle of approach		14°	
Angle of departure		19°	
Kerb weight	front	815 Kg (man)	840 Kg (auto)
	rear	495 Kg	
	total	1310 Kg (man)	1335 Kg (auto)
Gross vehicle weight	front	945 Kg (man)	965 Kg (auto)
	rear	750 Kg (man)	730 Kg (auto)
	total	1695 Kg	
Turning circle (tyre)		5.5 m	
Cd		0.31	

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TRANSMISSION

Clutch		Diaphragm spring, single plate	
Transaxle type		S53 (manual)	A241E (auto)
Ratios	1st	3.285	3.643
	2nd	2.041	2.008
	3rd	1.322	1.296
	4th	1.028	0.892
	5th	0.820	-
	reverse	3.153	2.977
Final drive		3.944	3.178

SUSPENSION

Front & rear		MacPherson struts with anti roll bars
Spring rate	front	2.3 Kgf/mm
	rear	2.2 kgf/mm
Anti-roll bar	front/rear	Torsion, 25 mm dia./17 mm

BRAKES

Front	Ventilated discs 255 mm dia.)	with
Rear	Discs 269 mm dia.)	tandem, 7in x 9in servo assistance
Parking brake	170 mm drum acting on rear	

STEERING

Ratio	Rack and pinion 16.8:1, 2.7 turns lock to lock
Power assistance	Spool valve
Front toe-in	0 mm
Camber	- 10'
Caster	1°
King pin angle	14° 10'
Turning angle	22°

WHEELS AND TYRES

205/60 R 14 Dunlops on 14 x 6JJ alloy wheels

more...

CELICA GT-FOUR

Engine		3S-GTE 4 cylinder, in-line. Turbocharger with air cooled intercooler.	
Valve mechanism		4 valves per cylinder. DOHC	
Bore and stroke		86 x 86 mm	
Capacity		1998 cc	
Compression ratio		8.8:1	
Fuel system		Electronic fuel injection	
Fuel type		95 RON unleaded (3-way catalytic converter)	
Ignition		Transistorized	
Power output		201 bhp/6000 rpm	
Torque		203 lb ft/3200 rpm	
Battery		12V 48 amp hr.	
Alternator		960 watts	
Maximum speed		142.9 mph	
0-60 mph		6.7 sec	
0-400 m		14.8 sec	
Speeds in gears -	1st	34.8 mph	
	2nd	61.5 mph	
	3rd	93.8 mph	
	4th	128.6 mph	
Fuel consumption		Urban cycle	24.4 mpg (11.6 litre/100 Km)
		Constant 56 mph	40.4 mpg (7.0 litre/100 Km)
		Constant 75 mph	31.0 mpg (9.1 litre/100 Km)
Towing capacity with brake		1200 Kg	
without brake		600 Kg	
Fuel tank capacity		68 litres	

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DIMENSIONS

Length		4430 mm
Width		1745 mm
Height		1300 mm
Wheelbase		2525 mm
Track	front	1475 mm
	rear	1440 mm
Overhang	front	1005 mm
	rear	900 mm
Ground clearance		150 mm
Angle of approach		15°
Angle of departure		20°
Kerb weight	front	910 Kg
	rear	610 Kg
	total	1520 Kg
Gross vehicle weight	front	1015 Kg
	rear	875 Kg
	total	1890 Kg
Luggage capacity		0.217 cu m (VDA method)
Cd		0.35

TRANSMISSION

Clutch		Diaphragm spring, single plate
Transaxle type		E151F
Ratios	1st	3.583
	2nd	2.045
	3rd	1.333
	4th	0.972
	5th	0.731
	reverse	3.545
Centre diff. ratio		2.928
Diff. ratio		3.933
Rear diff.		Torque sensing type

more...

SUSPENSION		
Front & rear		MacPherson struts with anti roll bars
Spring rate	front	2.5 Kgf/mm
	rear	2.6 Kgf/mm
Anti-roll bar	front/rear	Torsion, 25 mm dia./18 mm
BRAKES		
Front		Ventilated discs 277 mm dia.) with tandem
Rear		Discs. 288 mm dia.) 7in x 9in servo assistance
Parking brake		170 mm drum acting on rear
STEERING		
Ratio		Rack and pinion 16.8:1, 2.7 turns lock to lock
Power assistance		Spool valve
Turning circle (tyre)		5.5 m
Front toe-in		0 mm
Camber		- 10'
Caster		1°
King pin angle		14° 1'
Turning angle		22°
Steering angle		21°
WHEELS AND TYRES		215/50 VR 15 Dunlops on 15 x 6½ JJ alloy wheels

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NEW CELICA GT AND CELICA GT-FOUR

Standard Equipment

Alloy wheels

Front and rear mudflaps

Colour keyed bumpers and door mirrors (electrically adjusted)

Headlamp washers

Tinted glass with laminated screen

Rear wash wipe with intermittent

3 speed wipers plus variable intermittent

Rear spoiler

Locking fuel filler with internal release

Electric aerial

Illuminated boot with tool kit

Heated rear window

50/50 split rear seats

Inertia rear seat belts

Electronic stereo radio cassette with Dolby, 18 pre-set stations and six speakers

Centre console/armrest with cassette storage

Cigarette lighter

Cup holder

Illuminated, lockable glove box

Sun visors with vanity mirror

Central locking

Electric windows

Tilt and slide electric sunroof

Map light

more...

Digital clock

Panel light rheostat

Cockpit headlamp adjustment

Push button heater/ventilation controls with four speed blower

Internal releases for bonnet and boot

Tilt adjustable steering column

Passenger grab handle

Full carpeting

Cloth velour upholstery

5-way adjustable drivers seat

Lights on audible warning

ABS braking

Power steering

In addition to the above, the Celica GT-Four features:

Air conditioning

Leather rimmed steering wheel

Memory tilt away steering column

3-way catalytic converter

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