

This press information accompanied the UK launch of the fourth generation Toyota Celica in November 1985. The model underwent some changes during its time on sale and these can be tracked using the Timeline feature on the fourth generation Celica archive home page. Further assets and information can be obtained from the Toyota press office.

TOYOTA

press information.....

FOR IMMEDIATE RELEASE

THE NEW 1985 TOYOTA CELICA - SPEED, SPACE AND STYLE

In its 15 years on the world's motoring scene, the Celica has established itself as the world's best-selling coupe. To date nearly 2.8 million Celicas have rolled off the assembly lines at Toyota's Tsutsumi plant, meeting strong demand from countless overseas markets, particularly the United States. Available over the years in a variety of body variations - coupe, liftback, notchback - and with production powerplants ranging from 1.6 to 2.8 litres, the Celica has been a force to be reckoned with for almost a generation on special stage and showroom floor alike.

The fourth generation of Celica, which goes on sale in the United Kingdom on November 20 1985, is the most dramatically improved version to date. All-new from airdam to its three-part rear-spoiler, the 1985 version is the most powerful, the most aerodynamic and the most prestigious yet to bear the Celica's swan-shaped badge.

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The new Celica will come to Britain in 2.0 GT (Liftback) form only, though there are three engine options and a choice of two body styles in certain other markets. In summary, the main points of interest are:

- * All-new aerodynamic bodyshell with outstanding 0.31 drag coefficient.
- * All-new floor pan and suspension.
- * All-new 16-valve two-litre 3S-GE engine developing a rip-roaring 147.4 bhp.
- * All-new, just developed five-speed manual gearbox, with an outstanding four-speed automatic option as well.
- * New rack-and-pinion power steering, which is speed- and road-sensitive.
- * New levels of equipment (including air-conditioning as standard and tilt-and-telescopic steering with memory) for a two-litre production car.

Most crucial of all, however, the new Celica goes front-wheel-drive, with transverse engine and driveline - and the heady promise of a four-wheel-drive version in the not too distant future.

All in all, it represents another quantum leap for Toyota. The new Celica has moved up to a different class

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compared to its predecessor, already an excellent vehicle, and is now hustling at the heels of its 2.8-litre Celica Supra bigger sister. Its power, ride and handling are now a match for the best Europe has to offer - and the Celica will further enhance Toyota's already formidable reputation as a maker of high-performance cars, adding yet more lustre to a range that includes the Corolla GT and GT Coupe and the trailblazing MR2.

The heart of the new Celica is the 3S-GE engine, a two-litre sixteen-valve, twin-cam, eight-inlet-tract powerhouse which uses the same block as the 2.0 GLi Camry but with a belt-driven, two-cam alloy cylinder head very similar to that installed in the MR2 and Corolla GT. With 1998 cc displacement, a dead square 86 x 86 bore and stroke and robust 9.8:1 compression, the 3S-GE pours out 110 kilowatts (147.4 bhp) at 6400 rpm and gives a peak 180 Newton-metres (133 lb ft) or torque at 4800 rpm.

That power gives the Celica a factory-quoted top speed of 131 mph and a 0-60 mph time of 8.5 seconds for the manual version, with automatic figures of 125 mph and 9.6 seconds respectively.

The 3S-GE engine incorporates virtually all Toyota's state-of-the-art electronics and computer wizardry, including TVIS (Toyota Variable Induction System) and TCCS (Toyota Computer Controlled System). The latter is a ten-sensor and

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eight-actuator engine management system with its own fail-safe and fallback system, complete with dash warning light to tell the driver that something is amiss even if the engine is continuing to run normally.

Other interesting aspects of the engine include a glass-fibre-and-rubber cam belt with rounded teeth to reduce wear and noise, cam-belt driven oil and water pumps, an improved cold injector system for better cold starting and warm-up, and a thermal-wax operated idler control which reduces the idle speed progressively as the coolant water warms up. Both lubricating and coolant systems have an array of valves, bypasses and sensors to ensure that oil and water stay at the right temperature and pressure whatever the outside driving conditions, or to alert the driver quickly if anything goes wrong.

The Toyota Variable Induction System is the same as is fitted to the 4A-GE engine powering the MR2 and Corolla GTs. It consists of each pair of cylinder inlet valves being fed by two linked air inlet pipes, one of which is closed off by a vacuum-operated, sensor controlled valve below 4300 rpm. Above 4300 rpm the valve opens, giving full air blast down both intake manifold pipes.

Also contributing to the engine's exceptional revving powers are its crossflow head, and pentroof combustion chambers with the paired valves at 50 degree angle to each

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other. The spark plug, placed dead centre at the apex of the chamber, gives ideal flame spread and expansion.

The inclined, transverse-located engine's free-revving output passes via a single dry plate clutch and five-speed all-indirect ratio S53 transaxle to the front wheels. This transaxle, based on the S50 unit found in the front-drive Corollas, has been specially developed for the new Celica to give the right balance between acceleration, high-ratio cruising and economy.

The power reaches the road through four-stud alloy 6JJ rims of a stylish new design and low-profile 195/60VR 14 tyres. Brakes are tandem servo-assisted, diagonal split, all-disc, ventilated at the front, solid at the rear. The hand brake is drum-type, operating on the rear wheels. Other now-standard features of the Toyota braking system are self-adjustment and pad wear audible tell-tales.

Steering is rack-and-pinion, with power steering that is speed sensitive and gives outstanding road "feel" under all circumstances. Ratio is 16.9:1. Front and rear suspension are MacPherson strut type with anti-roll bar, the front with L-shaped lower arms, the rear with dual links. All struts have low-pressure nitrogen gas damper inserts with the coil springs slightly offset towards the outside. The front suspension also features a V-shaped cowl brace (a strong bar linking both strut turret tops with the main bulkhead) and

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L-arm bushings with strong lateral but softer longitudinal resistance, which allows both good handling stability and ride comfort.

The Celica also has Toyota's outstanding anti-lift, anti-dive, anti-squat geometry which keeps the car on a remarkably even front-to-rear plane whatever the acceleration or braking forces placed upon it.

Last but not least, Toyota have adopted foam urethane bound stoppers on front and rear suspension for their superior, more progressive impact absorption compared to rubber ones. All of which should make the Celica one of the most sure-footed and tractable high-performance cars on the roads today.

LOOKS TO MATCH

Whatever the improvements to the Celica's powertrain and suspension, these are matched or even surpassed by the achievements of the body, sheetmetal and interior trim designers. The car's sleek, rounded, aerodynamic shape has already attracted positive comments at the Frankfurt and Tokyo Motor Shows and at Britain's Motorfair, and the spacious, luxurious interior puts many cars at up to twice the price in the shade.

After exhaustive wind-tunnel testing and detailed research on everything from windscreen wipers to drip rails, the designers have produced a car that is both beautiful and

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aerodynamic. Computer-designed airdam, daytime concealed headlamps, a three-stepped grille and bonnet trailing edge, retracting wipers, a steeply raked windscreen (28 degrees), close panel fit, windows which merge with the pillars and a big, three-piece rear spoiler all contribute to a best-in-class drag coefficient of 0.31.

These efforts have also produced a car that will turn heads anywhere from the Kings Road to Sunset Strip, the Ginza to the Champs Elysees. Tinted glass, an attractive range of metallic (and two-tone) colours, eye-catching alloy wheels, big and bold twin exhausts, pop-up headlamps, colour-keyed airdam, spoilers and bumpers, plus alluring side-mouldings, all combine to produce a car which is virtually European in its sophistication and universal in its appeal.

However, no perusal of a Toyota Celica is complete until one has sat inside and added up all the goodies which come, by Toyota tradition, as standard. The list is endless, but the highlights are:

- * Air conditioning
- * Tilt and slide electric sunroof, with press-button-twice safety closing system
- * Tinted glass and laminated screen
- * Two-speed, flick and intermittent wipe self-parking wipers, plus washers

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- * Driver and passenger remote-control electric outside mirrors
- * Electric windows, including one-touch descending driver's window
- * Six-way, multi-adjustable driver's sports seat
- * Central locking, remote fuel release
- * Rear window wash-wipe with intermittent function
- * Full radio-cassette with four speakers
- * Electric aerial, self-retracting when radio switched off

In addition to all these come such standard Toyota fixtures as stylish analog facia, central console, leather-trimmed steering wheel and gaitered gearshift, bulkhead-to-tailgate carpeting, three rear seat belts, split rear seat back, luggage compartment cover, map lamp, sumptuous velour upholstery and colour-keyed and matched trim which is as luxurious as it is faultless.

But the Celica has two last little trump cards for the jaded motorist suffering from automotive *déjà-vu*. Turning the ignition key back to "accessories" or "off" will cause the headlights to switch off and retract - though rear lights will stay on. This will greatly reduce the flat-battery-on-foggy-days syndrome when the car is inadvertently left with its lights on in the car park. Also, the Celica has a new tiltable steering wheel for easier entry and exit - but with

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memory. This means it clicks back to your chosen position at the flick of a lever. And as if that were not enough, the wheel can be moved closer or further away on a telescopic system with nearly two inches of travel. It not only does all this - it look good too.

"The Celica has long been one of Toyota's best-selling models in the UK", says Toyota GB's Assistant Managing Director Mr Alan Marsh, "thanks to its sporting character and design coupled with high specification and value for money.

"In its new guise, it has moved into a new market sector, in terms of both performance and price. It has definitely joined the elite two-litre sporting car class, and we believe it will be a powerful challenger in a market sector currently regarded as the preserve of German-sourced cars.

"We are confident that the new Celica will match or surpass Europe's best. More and more, Toyota is the company that is challenging European automotive design supremacy".

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SPECIFICATION: CELICA 2.0 GT

Engine

Model	3S GE
Type	4 cylinder, twin cam, 16 valve, water cooled, transverse mounting
Bore and stroke	86 x 86 mm
Capacity	1998 cc
Compression ratio	9.8:1
Max power DIN	147.4 bhp
at	6400 rpm
Max torque DIN	133 lb ft
at	4800 rpm
Fuel system	Electronic fuel injection
Battery	12V 60AH
Alternator	55A
Fuel capacity	13.2 gallons (60 litres)

<u>Transmission</u>	Manual	Automatic
Type	S53 5-speed	A 140DE 4-speed
Make	Toyota	Aisan/Toyota
Ratios 1st	3.285	2.810
2nd	2.041	1.549
3rd	1.322	1.000
4th	1.028	O/D 0.706
5th	0.820	-
Reverse	3.153	2.296

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Clutch Aisan, single dry plate
Diameter 224 mm (outer) and 150 mm (inner)
Final drive Integrated with transmission, helical gear
Ratio 3.944 (manual) 3.729 (automatic)

Suspension

Front Independent, MacPherson strut type) with
) anti-roll
Rear Independent, MacPherson strut type) bars
Shock absorbers Gas filled, double acting hydraulic telescopic

Steering

Type Rack and pinion, power assisted
Ratio 16.81

Brakes

Ventilated disc front, solid disc rear, dual circuit with servo

Diameters Front 258 mm, Rear 269 mm

Wheels

6JJ x 14 inch aluminium alloy with centre cap

Tyres

195/60 VR 14 Dunlop D87J

Equipment Tilt and slide electric sun roof, electric windows and remote control mirrors, central locking, remote-control tailgate and fuel flap releases, air-conditioning, heated rear window with automatic switch-off timer, audible lights-on buzzer, analog dash with warning light systems, two-speed plus intermittent front wipers with adjustable timer, intermittent rear wiper, digital radio cassette with four speakers, electric aerial self-retracting on switch-off, split rear seats, luggage compartment tonneau cover, laminated screen and tinted glass, big central console, quartz digital clock, colour-keyed interior with deep patterned velour upholstery, fully adjustable front seats and headrests.

Dimensions

Wheelbase	99.4 in	2525 mm
Track, front	57.7 in	1465 mm
rear	56.3 in	1430 mm
Overall length	171.8 in	4365 mm
width	67.3 in	1710 mm
height	50.8 in	1290 mm
Ground clearance	6.3 in	160 mm
Turning circle	36.7 ft	11.2 metres
Kerb weight (manual)	2756 lb	1250 kg
(auto)	2822 lb	1280 kg
Towing capacity		
braked trailer	2645 lb	1200 kg
unbraked	882 lb	400 kg

Performance

	Manual	Auto
Maximum speed	131 mph	125 mph

DoE fuel consumption: mpg (litres/100 km)

	Manual	Auto
Urban cycle	28.8 (9.8),	27.4 (10.3)
Constant 56 mph	47.9 (5.9),	48.7 (5.8)
Constant 75 mph	37.6 (7.5),	38.7 (7.3)

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