This press pack accompanied the UK launch of the sixth generation Celica in February 1994. The model underwent some changes during its time on sale and these can be tracked using the Timeline feature on the sixth generation Celica archive page. More information about the Celica range can be obtained from the Toyota press office.

TOYOTA

Press Information

FOR IMMEDIATE RELEASE

14 February 1994

THE NEW TOYOTA CELICA - FASTER, SAFER AND EVEN BETTER

On Sale March 9, 1994

The new Celica - the sixth generation of Toyota's sports coupe - is faster, more powerful, safer and more spacious than its predecessor. Beneath its distinctive new bodywork (Cd 0.32) it is also lighter but more rigid with improved handling from redesigned MacPherson strut suspension. As usual with Toyota, this is a completely new car and not simply a facelifted version of an existing model. It is priced at £20,617 including VAT.

The new Celica is a purpose designed coupe (not simply a two door version of a saloon) based on the Toyota formula of a two door four seater with a liftback rear hatch. The four wheel drive turbocharged version of the previous car took Toyota to the World Rally Championship for Makes in 1993. Looking sleek and purposeful, the front of the car is probably the most dramatic and distinctive visual aspect with four

more...

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1993 WRC WORLD RALLY CHAMPIONSHIP for DRIVERS

1993 WRC WORLD RALLY CHAMPIONSHIP for MANUFACTURERS

faired-in headlights replacing the pop-up headlights of recent Celica models. These separate high and low beam lamps are efficient too, throwing a wider and more penetrating beam of light than the previous model on dipped and main beam. The rear hatch has a slight duck tail upturn with an integrated rear spoiler which not only looks good, but aids stability and reduces the drag co-efficient.

Under the bonnet, the 2.0 litre 3S-GE four cylinder twin cam 16 valve engine has been substantially modified with a higher compression ratio and reworked valves and ports to give more than 10% more power at 173bhp at 7,000rpm. (The previous model gave 154bhp.) Torque remains the same at 137 lb ft at 4,800rpm but this is maintained at higher revs than on the previous engine with a flatter torque curve. Top speed is up to 139mph with 60mph coming up in just 7.9 seconds from a standing start.

The bodyshell has been reduced in weight by about 10% but is 20% stiffer in torsional rigidity. This helps minimise noise, vibration and harshness but also aids the operation of the redesigned MacPherson strut suspension to give great stability, handling and grip from the 205/55 Michelin Pilots. New front and rear subframes also help to keep noise levels down. Brakes are ventilated discs at the front and solid discs at the rear with an electronic anti-lock system (ABS). In addition to the crash-absorbing body structure and rigid cabin, side impact protection beams are fitted in the doors.

more...

The Celica continues to drive the front wheels through a five speed manual gearbox. Automatic transmission is not available. Inside, the gear lever and important fascia controls have been moved nearer the driver with a wrap-around dashboard design for outstanding clarity and ease of use. A driver's side airbag is standard equipment. So too is an electric tilt and slide sunroof, electric windows, power assisted steering with an adjustable column, central locking and a very sophisticated security system with immobiliser which cannot be 'grabbed'.

The new Celica is slightly longer, wider and taller than the outgoing model and provides increased leg and headroom in the rear. There is also a larger glass area for back seat passengers giving a greater feeling of space. The rear seats can be folded forward with a 50/50 split and can be locked in place from within the boot for better security. An RDS/EON electronic radio and cassette unit is mated to four full-range speakers.

Through extensive use of galvannealed and zinc iron alloy double layer steel sheet, the Celica is highly corrosion resistant. Like all (non turbo) Toyotas, the Celica needs servicing only every 9,000 miles and comes with a three year/60,000 mile warranty and membership of the RAC and Club Toyota for one year.

ends...

For further information, contact Simon Small, Press Office,
Tel: 0737 768585.

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TOYOTA

Press Information

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TOYOTA CELICA GT

Standard Equipment

Exterior

Alloy wheels

Colour keyed body parts

Tinted glass

Front air dam and rear spoiler

Halogen low and high beam headlights

Front fog lights

Side impact protection beams

Heated door mirrors

Interior

Four-way adjustable driver's seat

Three-way adjustable passenger seat

Power windows

Central locking with remote control

Driver air bag

Anti-theft system with immobiliser

more...

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AM/LW/FM stereo electronic RDS/EON radio plus cassette, four speakers and power aerial

Electric tilt and slide glass sunroof

50/50 folding rear seats

Heated rear window with timer

Tilt adjustable steering column

Cockpit headlamp levelling

Remote fuel flap and boot opening

Mechanical

Four channel electronic ABS

Speed sensitive power steering

Toolkit

Headlamp washers

Rear wash wipe

Option

Air conditioning

ends...

For further information, contact Simon Small, Press Office,

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TOYOTA

Press Information

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TOYOTA CELICA GT

TECHNICAL SPECIFICATIONS

Dimensions	
Length	4,425mm
Width	1,750mm
Height	1,305mm
Wheelbase	2,540mm
Front/rear track	1,510mm/1,490mm
Ground clearance	145mm
Front/rear overhang	990mm/895mm
Coefficient of drag	Cd 0.32
Weights/capacities	
Kerb weight	1,200kg
Front/rear distribution	62:38%
Gross vehicle weight	1,610kg
Roof rack load	50kg

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Towing weights	1,200kg with brake
	600kg without brake
Fuel tank capacity	60 litres
Boot capacity (VDA method)	283 litres seats up
	593 litres seats down

Engine	Type 3S-GE front transverse. 4 cyl. in-line, 16 valves, twin cams. Alloy head, cast iron block.
Bore and stroke	86mm x 86mm
Capacity	1,998cc
Compression ratio	10.3:1
Fuel system	95RON unleaded. Electronic D Jetronic fuel injection.
Power output	173 bhp at 7,000rpm
Torque	137 lb ft at 4,800rpm

Electrics	
Ignition	transistorised

Transmission	
Clutch	hydraulic, single dry plate 224mm dia.
Gearbox	Type S54 manual five speed plus reverse

more...

ratios	1st	3.285
	2nd	1.960
	3rd	1.322
	4th	1.028
	5th	0.820
	reverse	3.153
Differential		helical gear
	ratio	3.944

Suspension	Independent MacPherson strut with coil springs and gas dampers
Spring rate front/rear	27.5N/mm / 21N/mm
Anti-roll bars	torsion, 20mm dia front 16mm rear
Front caster	2deg. 5′
Camber front/rear	-0deg. 46′/-1deg. 11′
Toe-in front/rear	0mm/3.5mm
Steering	speed sensing power assisted rack and pinion
Ratio	17.2:1
Turns lock to lock	2.9
Minimum turning circle	10.4 metres dia.

more...

Brakes	Power assisted with four channel electronic ABS
Front	ventilated discs 275mm dia.
Rear	solid discs 269mm dia.
Parking brake	170mm dia. drum

Wheels and tyres

Wheels	alloy, 7"JJ x 15"
Tyres	205/55R15 Michelin Pilots
Spare	T135/70D16 space saver

Performance

Maximum speed	139mph
0-60mph	7.9 seconds
0-400m	16 seconds

Fuel consumption

Urban cycle (litres/100km)	28.0mpg (10.1)
at 56mph (litres/100km)	45.6mpg (6.2)
at 75mph (litres/100km)	34.4mpg (8.2)

ends...

For further information, contact Simon Small, Press Office, Tel: 0737 768585.

TOYOTA

Press Information

FOR IMMEDIATE RELEASE

February 1994

A BRIEF HISTORY OF THE CELICA

The Celica name first joined the Toyota line-up in 1970 as a sporting coupe combining performance with refinement and comfort. It was an immediate success and is now sold throughout the world. Conceived as a car for those who wanted more than mere transport, planning began in 1967 with a styling exercise derived from the Toyota EX-1 concept car which gave the first Celica its laminar-flow aerodynamics. Besides distinctive aerodynamics, the early model featured front MacPherson strut suspension and four link rear suspension with coil springs and either 1.4 or 1.6 litre engines.

In 1973 the Celica Liftback was introduced with 1.6 or 2.0 litre engines and in 1974, electronic fuel injection was fitted to 21 models in the line-up. Outside of Japan, the Celica was an instant success and in 1976, *Motor Trend* magazine in the US gave the Celica its *Import Car of the Year*

more...

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Award for styling, efficient use of resources, safety, engineering, innovation and creativity.

1977 brought big styling changes including a wedge-shaped nose and smooth oval profile. This second generation car emphasised weight reduction, conservation, safety and pollution control with liftback and coupe models and 1.6, 1.8 and 2.0 litre engines. In 1978 it scooped *Motor Trend's* award for a second time, the year that the Celica Supra first appeared with a longer bonnet, rectangular headlights, a T-shaped grille and different liftback styling. The 1,998cc and 2,563cc six cylinder fuel injected engines gave plenty of power while a three way catalytic converter, air-fuel ratio mixture compensator and EGR met the most stringent emissions standards. The one millionth export model was dispatched from Japan in February 1979.

The third generation of Celica came in 1981 with the emphasis on styling and performance. The adoption of the newly developed LASRE 1S engine and the world's first electronic air-fuel mix control system gave excellent fuel efficiency, more power and good drivability. An abbreviation for Lightweight Advanced Super Response Engine, the 1S-U gave 100bhp at 5,400rpm. In Japan, the Celica was also available with Navicom - the world's first microcomputer controlled compass-like device with graphic displays of direction and distance. A total of 27 variations were available on the domestic market including seven Celica Supras.

more...

When Toyota introduced the fourth generation in 1985, the Celica had already won an international reputation in world rallying, winning the Safari two years in succession. The new model was the first Celica with front wheel drive and had even higher performance with refinement and considerable style. With a glassy cabin disguising B and C pillars and pop-up headlights, the Celica was a big hit everywhere. Three engines were available; a 1.6, a 1.8 and the new 2.0 litre 3S-GE. The 1.6 included the Toyota Variable Injection System (T-VIS) and the Toyota Computer Control System (TCCS) for high performance and lower fuel consumption. There was also a new strut-type suspension system and an electronically controlled four speed automatic transmission (ECT-S) with two-way overdrive and three running modes - economy, power and manual. In the UK, the two litre was later joined by the GT-Four with permanent four wheel drive and a turbocharged engine. This was the first car to be sold in Britain with a standard three-way catalytic converter. It also had to run on unleaded fuel only and was sold complete with a spare fuel can fitted in the boot to overcome the lack of unleaded pumps at the time. In the hands of David Llewellyn, the GT-Four won two successive British Rally Championships. In 1987 and 1988 the Celica won *What Car's?* awards for the best coupe.

Launched elsewhere in 1989, the fifth generation Celica reached Britain early in 1990 with curvy, advanced styling which still looks fresh today. It used the latest version of the 2.0 3S-GE engine with 154bhp. The GT-Four version featured

more...

a twin entry turbocharger and a ceramic turbine wheel to give 201bhp and again offered a high level of standard equipment including a torque sensing LSD and air conditioning.

In 1993, the Celica GT-Four won the World Rally Championship for Manufacturers for Toyota.

The Celica in Britain.

The first Celicas were sold here in 1971 reaching a volume peak of 5,294 in 1979. To the end of 1993, 69,246 Celicas had been registered in Britain (not including Celica Supras). Over the life of the fifth generation model, sales were:

1990	3,457
1991	2,738
1992	1,826
1993	1,295 (run-out year)

This apparent decline in numbers was in part, deliberate, while Toyota (GB) increased imports of Carina in particular in the build-up to UK production, but it also reflects other influences such as the arrival of the Lexus LS400 and new derivatives of other models which had to be accommodated within Toyota's overall export quota. It also reflects a decline in the sports car sector of the British market - in 1993 it dropped by 6%.

more...

The Celica in Competition

In 20 years of competing in world championship rallying, Toyota has always finished in the top 10 of the Championship for Makes. Starting in 1973, Toyota has finished as runner-up four times and in third place once and has competed with the Celica model from 1978. Last year, Toyota finally achieved its burning ambition to win the World Rally Championship. With Juha Kankkunen and Didier Auriol, Toyota Team Europe was victorious in Monte Carlo, Kenya, Argentina, Finland, Australia and of course, Great Britain to become the first Japanese make to win the title.

In the World Rally Championship for Drivers, Toyota drivers in Celicas have been placed in the top three places over the past five years. Kankkunen was third in 1989, Carlos Sainz was the champion in 1990, second in 1991 and champion again in 1992, while Kankkunen captured the crown again last year.

ends...

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TOYOTA

Press Information

TADASHI NAKAGAWA - CELICA CHIEF ENGINEER

Mar 1969	graduated from Tokyo University with a masters degree in mechanical engineering
Apr 1969 - Jan 1977	joined Toyota Motor Corporation as a powertrain engineer on clutches and transmissions
Feb 1977 - Jun 1980	transferred to Europe Office in charge of vehicle evaluation and homologation
Jun 1980 - Feb 1990	product planning division in charge of Celica, Supra, Carina and Corona Exiv
Feb 1990	chief engineer of Celica, Carina ED, Corona Exiv and MR2

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FOR IMMEDIATE RELEASE

February 1994

THE NEW CELICA IN DETAIL

EXTERIOR: *Concept, Design, Aerodynamics And Styling*

For 20 years the Celica has been one of the more extrovertly styled Toyotas. For Takashi Okuda, design chief of the new Celica, traditional, rounded and organic body designs have reached their development potential. The curvy, yet firm and sharply defined body of the new Celica is the next step.

Okuda's main aim was to create a design in which the tyres widely straddled the road. The premise for the design team was the shape of the wings with the overall design of the body following on. Modern sports car styling emphasises all four wheels, while a style that emphasises the driving wheels only, would be a more classical interpretation. Celica's overall width of 1750 mm, with the size of the cabin virtually the same as before, gives the sixth generation car a wider stance, with bulging front and rear wings, thus creating a

more...

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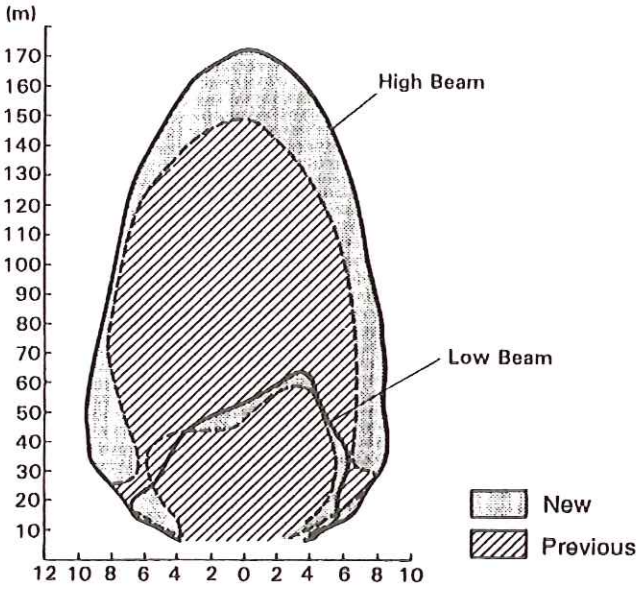
feeling of stability. The lower body form is designed to convey an impression of a low centre of gravity as well as emphasise the feeling of forward motion. The new car is just 5mm longer than the previous model, 45mm wider and 5mm higher sitting on a 15mm longer wheelbase. The front track is 45mm wider and the rear, 60mm wider.

The Celica design team also considered that the 'face' of previous Celica models was not strong enough. Therefore, almost from the beginning, they designed in the four headlight system in order to emphasise both function and performance, giving excellent illumination while using only the smallest possible surface. Main and dipped beams give a broader spread and a more penetrating light than on the previous car. The separate low and high beams nestled within the surrounding sculptured form now give the face of the car a penetrating and very distinctive impression. Two 55W halogen fog lamps are standard equipment.



<Headlamp brightness comparison (5 lux line)>

Other important exterior design features of the new Celica include a rear end that starts off narrow at each side and broadens towards the middle. The rear combination lights are vertically divided, for a sporty look.

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To improve aerodynamic performance, the front was designed without a grille. In the front and rear, one-piece colour-keyed, integrated bumpers are used while the headlights conform to the body shape.

The level differences at the front pillars and window moulding have been minimised. The rear window is steeply raked and the wheel arches are smoothly moulded, with tightly curved side corners. An aluminium front bumper reinforcement is used to reduce weight while providing a high level of strength. Fog lights and headlight washers are standard equipment. The sharp duck tail accentuates the high boot lid. The rear spoiler is not just cosmetic. It improves the coefficient of lift at the rear from *Cl* +0.033 to -0.044.

A power tilt-up and sliding moonroof, providing good ventilation and open air driving, is standard equipment. Made of blue tinted laminated glass, the deflector panel and arm have been redesigned to reduce wind noise. Inside there is a slidable sun shade to reduce glare during daylight hours. The glass area has been made as big as possible, to produce a lighter feel.

The bonnet air guide reduces wiper flutter when driving at high speeds, and improves self-drying and cleaning of the windscreen. Additional roof panel rain gutters reduce rain drips from the sides of the roof. The new Celica boasts a Cd of 0.32 - down from the previous model's 0.33 - despite the larger overall dimensions of the body.

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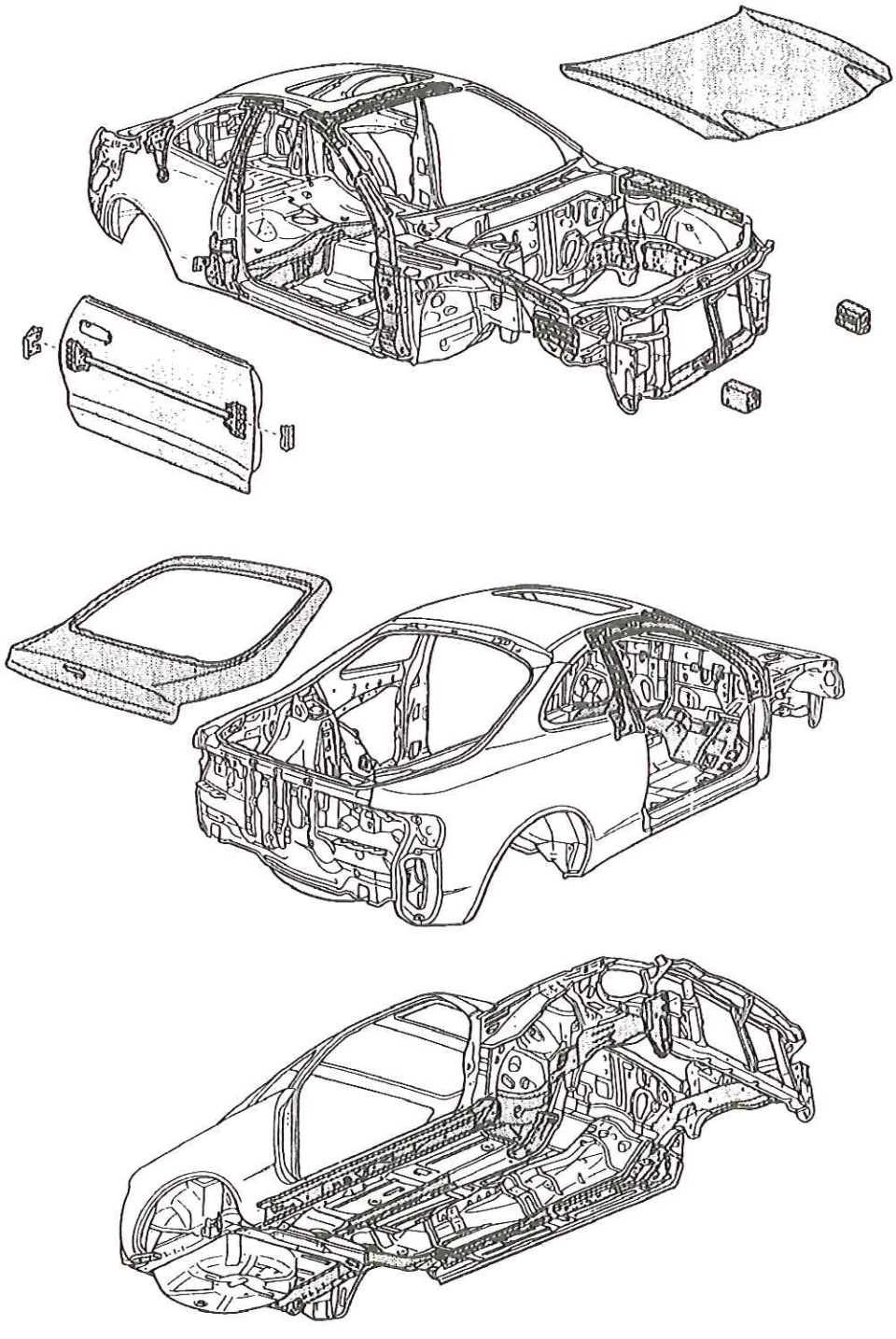
Tyres are 205/55R15 Michelin Pilots on 15 x 7JJ alloy wheels.

BODY CONSTRUCTION

: **High Strength Sheet Steel**



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The body of the new Celica has been made more rigid, yet lighter than the old model through the optimal allocation of materials, an improved coupling structure, enhanced joint efficiency of integrated materials, and the extensive use of high-strength sheet steel. Body shell rigidity has been improved by 20%, combined with a weight reduction of 10%. The improved torsional rigidity was necessary, with the large open space in the rear. This increased rigidity is also necessary for the cabrio version of the car.

The newest FEM (finite element method) analysis techniques were used to find the optimum in body framework material allocations. Sound insulation technology further reduces the vehicle's vibration and noise. In addition, efforts have been made to provide the body with flush surfaces in order to reduce air resistance.

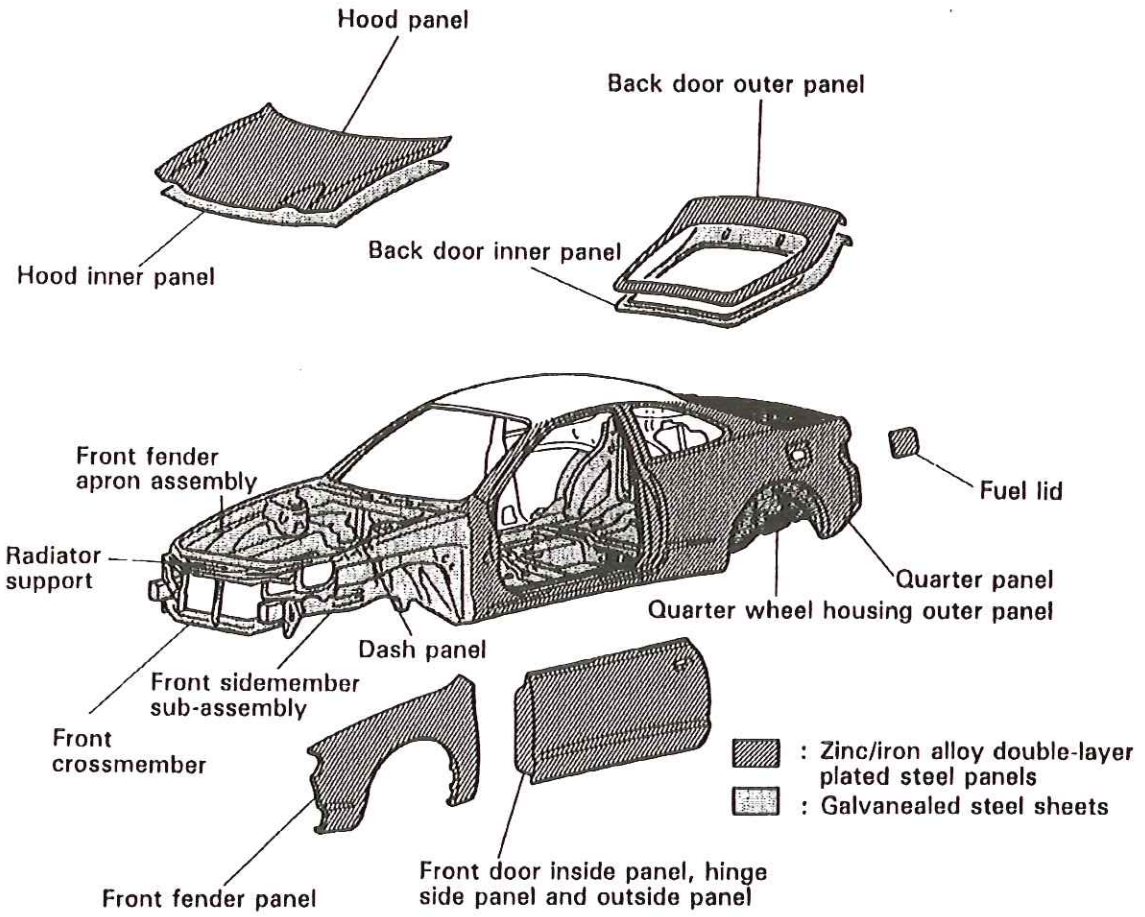
Celica's body is made highly rigid through the adoption of seamless and unitised body panels such as the side member outer panels and roof side inner panels. The number of spot-welds on the body joints has been reduced from 4274 to 4073.

Panel joint areas have been reduced through the integration of the side panel sections. Also pillar reinforcements have been effectively allocated for body rigidity and weight reduction. A large integral-type brace is used in the joint areas where the quarter wheel panels, roof side rails and roof header panels meet, for further rigidity.

more...

The outer and inner panels of the boot lid are integrated, and the reinforcements are optimally located to increase the rigidity of the rear hatch.

Rust-resistant performance is assured by using anti-corrosion sheet steel and anti-corrosion treatments such as wax, sealer, anti-chipping paint, etc to easily corroded parts.



Two types of anti-corrosion sheet steel are used. Galvannealed sheet steel is used for many inner panels and the engine compartment. Zinc-iron alloy double layer galvannealed

more...

sheet steel is used for major outer panels such as the bonnet, doors and rear hatch. Wax and sealer are applied to the hemmed portions of the bonnet, door panels and rear hatch to improve rust-resistance.

Anti-chipping paint and PVC (polyvinyl chloride) chipping primer is applied to the under side of the body, the lower door panel area and the line extending from it, around the wheel arches and the sills. The bottom side of the cowl panel, the wing aprons and other parts which are subject to damage by flying gravel are given a thick coating for good rust-resistance. In addition, a plastic chipping insert protects the back of the front wheel arches and the back of the rear quarter wheel arches.

LOW VIBRATION AND NOISE

To be able to offer an interior worthy of a stylish sports car, the vehicle body must offer superior noise suppression characteristics and the Celica's body design and the subframes effectively reduce the transmission of vibration. An effective application of vibration damping and noise suppressant materials reduces engine and road noise. Vibration damping sheet steel (first used in the Lexus LS400) is used in the dash panel, front bulkhead and rear wheel arches. Resin binding asphalt sheet and lightweight asphalt

more...

sheet are optimally allocated to reduce engine and road noise for quieter vehicle operation. Foamed material is applied onto the front roof panel to reduce wind noise.

Furthermore, a lot of effort has been made to control wind noise generated during high speed driving by subjecting the body to repeated wind tunnel tests from the initial design stages, with the goal of minimising the generation of turbulence.

CHASSIS AND HANDLING

Ever since Celica changed from rear drive to front wheel drive in 1985, one of the long-standing objectives of the Celica engineering teams was to make the handling of this car outstanding. A high level of driving stability, faithfully responding to the driver, is achieved through newly designed suspension, reliable braking, accurate steering, and a light and highly sturdy body.

The new Celica pursues driving excitement involving the close linking of three elements: suspension, steering and braking. The suspension is a refined independent MacPherson strut type at both the front and the rear. It is refined through a weight reduction of the lower arms, steering knuckles and anti-roll bars. Optimal suspension geometry and wheel alignment are achieved by analysing the component design, materials and characteristics to provide a high level

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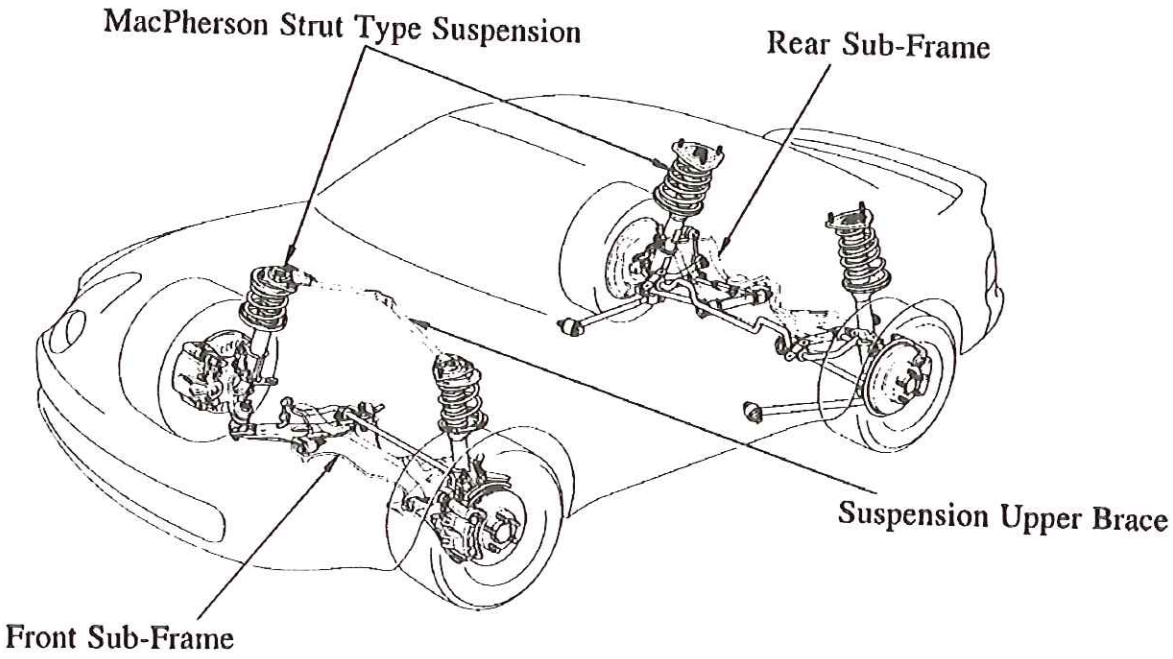
of controllability and ride comfort. The initial camber angle is negative for both front and rear suspension, for better cornering performance.



The front suspension features L-shaped lower arms, offering good cornering and directional stability through optimal suspension geometry. The independent MacPherson strut rear suspension has dual-links with two suspension arms fitted across the vehicle and strut rods which run longitudinally. The anti-dive rate under heavy braking has been improved from 20.1% to 43.4% while the anti-lift rate has improved to 28.2% from 11.4%. Torque steer is very well controlled. The roll centre height has been raised at front and back.

The support rigidity of the suspension has been realised through the adoption of front and rear subframes, made of

more...

steel sheet. They offer excellent driving stability because they are directly attached to the body and also reduce road noise. A greater rigidity of the suspension bushes has improved turning stability, also without additional noise. A revised front bracing rod joins the suspension towers for improved body rigidity, steering feel and superior handling characteristics. This rod is 70% more rigid than previously and the rigidity of the upper suspension turrets is increased by 19%.

Direct steering feel, as a key ingredient in driving fun, was a high priority in the development of the new Celica. A lightweight and compact rack-and-pinion power steering gear has been adopted with steering effort regulated to an optimal level according to engine speed.

The control valve has been switched from the spool type to the rotary type, conventionally used on GT-Four. The rack guide has been extended and preload improved by 30% to 40%, by shortening it from the rear and reducing clearance with the housing, straightening the rack angle of torsion from 15° to 5° and by locating the steering column main shaft joint more centrally, to increase rigidity. Other features, such as alteration of the rack teeth torsion angle, and the adoption of a bush support to the gear box housing add up to a more neutral feeling, a quicker response and excellent wheel follow.

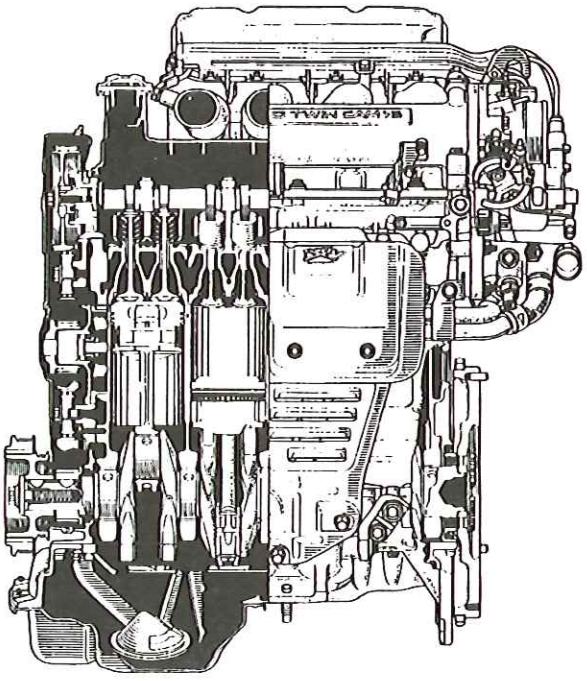
more...

The Celica uses disc brakes, ventilated in the front for good cooling performance and solid for the rear, with built-in parking brakes. A light and compact 7" + 8" tandem type brake booster is used along with an audible pad wear indicator system. ABS is standard equipment. Front brake pad volume has been increased 26%.

POWER TRAIN AND TRANSMISSION

The 2.0 litre, four cylinder in-line, 16-valve twin cam engine in the Celica GT has undergone large-scale changes in its intake and exhaust systems to increase its power output, and the injection quantity of the fuel injectors, as well as the valve mechanism, have been modified to accommodate the changes. The compression ratio has been increased to 10.3:1. With the substantial increase in power output and the decrease in kerb weight, the Celica has an excellent power to weight ratio.

Toyota's acoustic control induction system (ACIS) helps maintain air intake velocity even at low speeds for good combustion and flexible torque. The system controls a valve inside the surge tank that varies the effective length of the intake ports,



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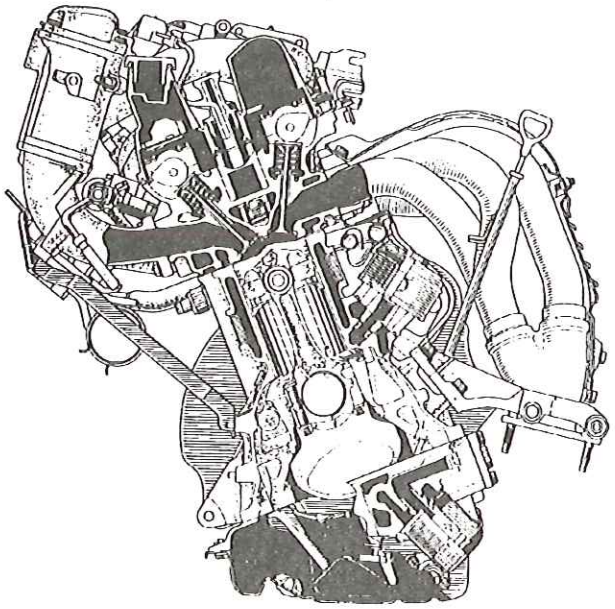


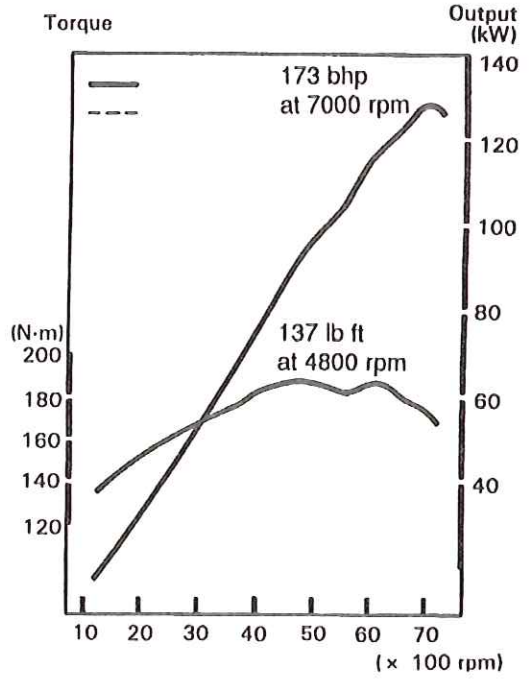
maintaining sufficient intake velocity throughout the whole rpm range.

The features of this 2.0 3S-GE engine are:

Emission control system: a dual-head type, metallic catalytic converter is used for the first time by Toyota in Europe.

Engine: the intake/exhaust port configurations in the cylinder head and the intake/exhaust valve lift have been changed.

The intake valve lift is increased from 8.5mm to 9.8mm and the exhaust valve lift is decreased from 8.5mm to 8.2mm. Accordingly, torque in the low-to-medium engine rpm is maintained, while the power output in the high engine rpm range is increased. The intake valves are also lighter and more responsive. The throttle valve bore is increased from 55mm to 60mm. The bore of the intake manifold is now larger at the intake air chamber side and



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smaller at the cylinder head side. The exhaust manifold pipe is changed in length, with an increased diameter. The connection joint between pipe and exhaust manifold has been changed from stainless steel to cast iron for less pressure loss and quieter operation. Also, the outer shims, which were previously used in adjusting the valve clearance, are now changed to inner shims, which helps increase the intake valve lift, due to an enlarged contact surface between the cam and the valve lifter.

This arrangement has also reduced weight and so minimises power loss. These changes help improve the intake efficiency and make the valve train more responsive.

More rapid cooling is necessary because of increased performance and is accomplished through improved coolant circulation in the vicinity of the exhaust ports.

Lubrication system: an aluminium oil pan, which is connected to the transaxle, is used to improve the engine/transaxle coupling rigidity and reduce noise and vibration. The oil and water pumps have increased capacities.

The fuel injectors have been changed to those with a higher maximum injection capacity.

In the electronic spark advance (ESA) system, it is the electronic control unit (ECU), and not the ignitor, which

more...

controls the primary current (ignition coil), energising start timing. The cold-start injector has been discontinued.

A five-gear plus reverse transaxle is used: the S54 manual transmission has modified gear ratios to match the performance characteristics of the new model. A multi-cone type synchromesh mechanism is used in the second and reverse gears for reduced shifting effort, smoother shifting and to increase the synchroniser capacity.

INTERIOR

Because the Celica is a sports car, the design team wanted to give the cockpit a feeling of wide shoulder space and an open feel, rather than being surrounded by an organic design. Priority was given to functionality, with either round or square switches.

A clear and clean instrument panel encloses the functional components in a neat arrangement. The smaller gauges have an overlapping design for a more sporty appearance and an electrical analogue speedometer is standard. Sculpted door trims add to the dynamic form through the use of generous surface composites.

Tilt steering is standard equipment. When the tilt lever is kept in the raised position, the steering wheel can be changed to any of eight positions within a range of 15°75'.

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Front and rear seats have been improved for greater comfort. A new mechanism has been added so the seat cushion's longitudinal length can be modified in conjunction with the seat cushion's rear vertical height. As the rear of the seat cushion is raised (or lowered) the links and gears cause the seat cushion itself to move backward (or forward), thus providing an optimum seating position in accordance with the occupant's build.

Seat anchors are relocated from the floor panel to the tunnel and sill panel to increase foot space for the rear passengers. The two-piece rear seats can be folded forward separately and there is both more head and legroom in the rear than in the previous model. The rear seats can also be locked in place from within the boot and the boot lock can be isolated from the interior remote release. This makes it more difficult and time consuming for a criminal to gain access to the boot even if they get into the passenger area. The sport seats combine a modern design with holding ability. They have an adjustable headrest and a stepless vertical adjuster.

Air conditioning is offered as an option. It uses the new refrigerant R134a that does not include chlorofluorocarbon (CFC) or chlorine. A CD player is also an option.

The audio system features an electronic RDS/EON radio with network follow and traffic information systems, 18 presets and other functions. The cassette deck includes Dolby

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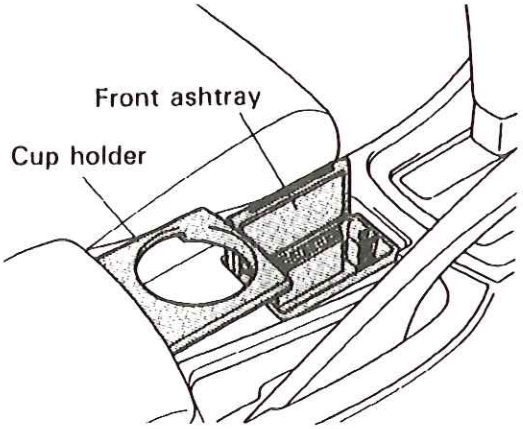
noise reduction and automatic metal and chrome tape selection. There are four 16cm full range speakers.



The standard cup holder, inside the centre console box lid, can be pulled out in two steps, for greater utility. A coin holder is also provided as part of the centre console. The gear lever and audio controls are brought closer to hand to improve the ease of operation - the gear lever by 39mm, the audio unit by 76mm.

The SRS airbag (45 litres) on the driver's side is standard. It is installed in the steering wheel centre pad as a restraint system to supplement the driver's seat belt. The steering wheel has a thicker leather rim and a smaller diameter than on the previous Celica.

The very sophisticated security system, standard in the Celica, is similar to that in the Toyota Supra and meets all ABI standards. It features dual immobilisers, ultrasonic detection, remote control and random encryption so that it cannot be 'grabbed'.

SAFETY, WEIGHT REDUCTION AND ENVIRONMENT

A variety of safety and environmental measures are provided. Regarding safety as one of the most important issues

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in car manufacturing, preventive and collision safety have been studied exhaustively. Offset barrier, head-on and side collision crash test results show that all current specifications in Japan, the US and Europe are exceeded.

Active Safety

New and refined MacPherson strut type suspension.
Top class headlight brightness: four halogen headlamps with different reflectors specifically designed for low and high beam.
Four wheel disc brakes with ABS.
Lightweight, highly durable body.
Improved comfort and holding of the seat.

Passive Safety

Side protection beams in doors.
Crash impact absorbing structure (CIAS), for the effective dispersion of a crash impact throughout the body frame, to minimise cabin deformation. The front and rear portions of the body absorb the majority of the energy. The force of the collision is further distributed through the under body and pillars, and other parts of the body framework.
Impact absorbing corrugated steering column tube.
Front/rear seat belts provided with 3-point ELR (Emergency Locking Retractor).
Driver side airbag.

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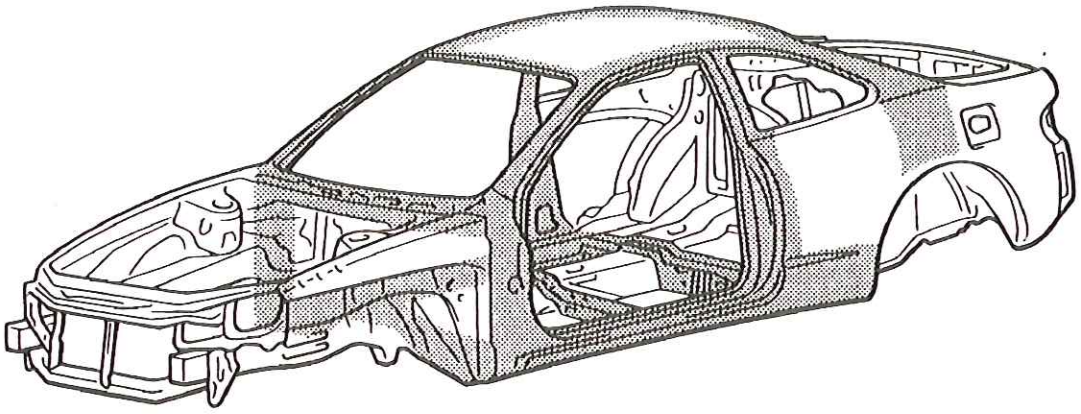
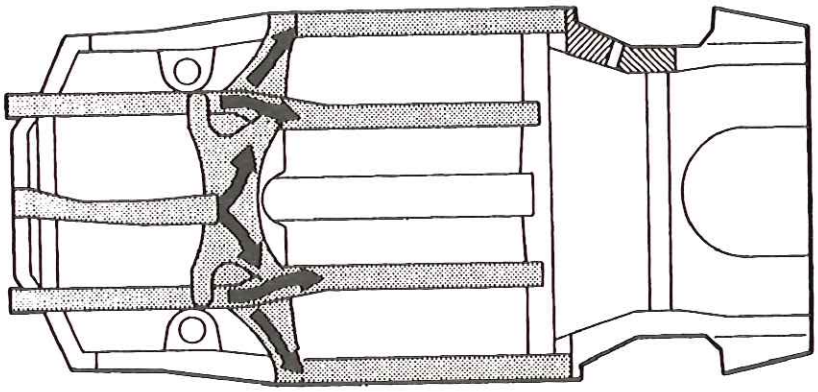
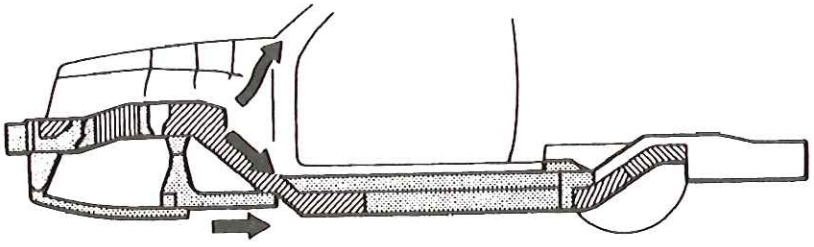


Reinforced areas





To conserve energy and resources, the body weight has been substantially reduced (by around 100kg compared with the previous model), while expanding the body size and improving its performance.

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Efforts undertaken with regard to weight reduction were based on the following concept:

(a) no waste materials
(b) replacement by lighter materials
(c) simplified functions through improved basic performance

Some examples:

1. Adoption of aluminium components
   front bumper reinforcement (through the realisation of an armless design)
   radiator

2. Making components slim, simple and compact
   instrument panel reinforcement using urethane, and polypropylene inside front and rear bumpers. The weight of the instrument panel reinforcement for example has been reduced by 850g
   side impact beam changed from panel to pipe type
   compact design of inner panel reinforcements to achieve a lightweight and highly rigid construction
   the shift lever plate material has been changed from steel plate to plastic

more...

improved structure of front seat adjusters and slide rails
straighter and thinner exhaust pipes
fixed instead of retractable headlamps
lighter alloy wheels
smaller anti-roll bars

3. A restructured body shell (CIAS, sub framing, etc)

From the basic design stage, Toyota seriously considered environmental effects, in terms of resource savings and natural conservation.

Attention to the Environment

Adoption of ozone-friendly R134a refrigerant for the optional air-conditioning system.

All parts are asbestos free, including the brake pads.

The Toyota engine management system, with EFI (electronic fuel injection), regulating all engine conditions to reduce exhaust emissions, ESA (ignition timing control) and ECU (correcting ignition timing to the maximum retard condition to prevent knocking).

The implementation of a dual-head type metallic catalytic converter used for the first time by Toyota in Europe.

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The merit of the dual-head type over the single head type is that the efficiency of two smaller converters is higher than one big converter with the same capacity. Production of the smaller catalytic converters is also easier. The characteristics of metal, as compared with the more classic ceramic, are:

- a surface area that is 20% bigger
- the possibility to resist higher temperatures (+50 to 100°C)
- the metal substrate reduces pressure loss by up to 25%

Recycling

Marking of recyclable plastic and resin parts, based on international standards, for greater recyclability.

Wide use of aluminium components, for example:

- front bumper reinforcement
- oil pan
- radiator

ends...

For further information, contact Simon Small, Press Office, Tel: 0737 768585.

TOYOTA

Press Information

FOR IMMEDIATE RELEASE

February 1994

CELICA PRODUCTION AND EXPORT

The Celica is produced at the Tahara plant in Aichi Prefecture, Japan. Tahara opened in 1979 and is close to Nagoya and Toyota City. About 6,500 people build Carina, Lexus GS300 and Lexus LS400 models here as well as Celica.

Cumulative production of Celica from 1970 to the end of 1992 was 3,591,395 units. (Production in 1993 was relatively low as this was the run-out year for the previous model.) Production for 1994 will total 55,255 units with about 15,730 units or 28.5% being exported to Europe. Total Celica exports from 1970 to the end of 1992 were 2,886,471 or 80% of production.

Even better quality and greater safety

In a move to increase safety on the production line and further improve build quality, Toyota has initiated

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1993 WRC WORLD RALLY CHAMPIONSHIP for DRIVERS

1993 WRC WORLD RALLY CHAMPIONSHIP for MANUFACTURERS

videotraining. During the last few weeks of production of the old model Celica, all production teams were videotaped as part of a training process to better prepare the teams for production of the new Celica. This has helped to ensure faster, more thorough training but has also improved quality and safety. It also helped to smooth the start up of new Celica production.

In many ways the new Celica goes through a conventional build process using the world famous Toyota Production System, but one new process has also contributed to better quality, safer working and greater efficiency. The Celica is built with the bonnet removed whereas previously, all assembly work was carried out with the bonnet in place. The new arrangement has simplified many assembly operations such as those involving the interior, engine compartment and windscreen as these jobs used to have to be approached from the sides of the vehicle. A fitted bonnet got in the way and often caused operators to take up awkward and uncomfortable positions.

In the new process, the bonnet is removed from the vehicle at the start of the assembly line, placed in batches on tractors and reassembled at the end of the line. The brightness level of the engine compartment has been increased from the 100-300 lux range to the 300-700 lux range making operations easier and more accurate. Without the bonnet in place, automation has been increased and the installation of roof and sunroof components and the windscreen have been made

more...

easier. The process has also reduced labour with the abolition of the opening and closing of the bonnet before and after each operation and the whole vehicle seems more spacious and airy to work on.

This apparently small change is typical of Toyota's constant search for better quality and greater efficiency as well as a better working environment and is likely to be applied to other plants and models.

ends...

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TOYOTA

Press Information

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TOYOTA CELICA GT

Standard Equipment

Exterior

Alloy wheels

Colour keyed body parts

Tinted glass

Front air dam and rear spoiler

Halogen low and high beam headlights

Front fog lights

Side impact protection beams

Heated door mirrors

Interior

Four-way adjustable driver's seat

Three-way adjustable passenger seat

Power windows

Central locking with remote control

Driver air bag

Anti-theft system with immobiliser

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AM/LW/FM stereo electronic RDS/EON radio plus cassette, four speakers and power aerial

Electric tilt and slide glass sunroof

50/50 folding rear seats

Heated rear window with timer

Tilt adjustable steering column

Cockpit headlamp levelling

Remote fuel flap and boot opening

Mechanical

Four channel electronic ABS

Speed sensitive power steering

Toolkit

Headlamp washers

Rear wash wipe

Option

Air conditioning

ends...

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TOYOTA

Press Information

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TOYOTA CELICA GT

TECHNICAL SPECIFICATIONS

Dimensions	
Length	4,425mm
Width	1,750mm
Height	1,305mm
Wheelbase	2,540mm
Front/rear track	1,510mm/1,490mm
Ground clearance	145mm
Front/rear overhang	990mm/895mm

Coefficient of drag	Cd 0.32

Weights/capacities	
Kerb weight	1,200kg
Front/rear distribution	62:38%
Gross vehicle weight	1,610kg
Roof rack load	50kg

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1993 WRC WORLD RALLY CHAMPIONSHIP for DRIVERS

1993 WRC WORLD RALLY CHAMPIONSHIP for MANUFACTURERS

Towing weights	1,200kg with brake
	600kg without brake
Fuel tank capacity	60 litres
Boot capacity (VDA method)	283 litres seats up
	593 litres seats down

Engine	Type 3S-GE front transverse. 4 cyl. in-line, 16 valves, twin cams. Alloy head, cast iron block.
Bore and stroke	86mm x 86mm
Capacity	1,998cc
Compression ratio	10.3:1
Fuel system	95RON unleaded. Electronic D Jetronic fuel injection.
Power output	173 bhp at 7,000rpm
Torque	137 lb ft at 4,800rpm

Electrics	
Ignition	transistorised

Transmission	
Clutch	hydraulic, single dry plate 224mm dia.
Gearbox	Type S54 manual five speed plus reverse

more...

ratios	1st	3.285
	2nd	1.960
	3rd	1.322
	4th	1.028
	5th	0.820
	reverse	3.153
Differential		helical gear
	ratio	3.944

<u>Suspension</u>	Independent MacPherson strut with coil springs and gas dampers
Spring rate front/rear	27.5N/mm / 21N/mm
Anti-roll bars	torsion, 20mm dia front 16mm rear
Front caster	2deg. 5'
Camber front/rear	-0deg. 46'/-1deg. 11'
Toe-in front/rear	0mm/3.5mm
<u>Steering</u>	speed sensing power assisted rack and pinion
Ratio	17.2:1
Turns lock to lock	2.9
Minimum turning circle	10.4 metres dia.

more...

Brakes	Power assisted with four channel electronic ABS
Front	ventilated discs 275mm dia.
Rear	solid discs 269mm dia.
Parking brake	170mm dia. drum

Wheels and tyres

Wheels	alloy, 7"JJ x 15"
Tyres	205/55R15 Michelin Pilots
Spare	T135/70D16 space saver

Performance

Maximum speed	139mph
0—60mph	7.9 seconds
0—400m	16 seconds

Fuel consumption

Urban cycle (litres/100km)	28.0mpg (10.1)
at 56mph (litres/100km)	45.6mpg (6.2)
at 75mph (litres/100km)	34.4mpg (8.2)

ends...

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