

This press pack accompanied the UK launch of the seventh generation Celica in 1999. The model underwent some changes during its time on sale and these can be tracked using the Timeline feature on the seventh generation Celica archive page. More information and assets can be obtained from the Toyota press office.

NEW TOYOTA CELICA

KEY POINTS

- Lighter, more responsive and affordable seventh generation Celica
- Class-leading power to weight ratio
- Very full specification for just £19,255 on the road
- Cheaper than old Celica 1.8 ST with more standard equipment
- Powerful VVT-i 1.8 16v engine
- Six speed gearbox
- Smaller outside, more spacious inside
- Striking low drag body styling
- Double door locking for extra security
- Celica Drive Plans: Peace of mind purchase and servicing
- Predicted low whole life costs
- Extended service intervals and reduced maintenance costs
- Class-leading replacement parts costs
- Low insurance group targeted

SHORT STORY

Toyota (GB) PLC began sales of the Celica in the UK in 1971. Back then when trouser bottoms were wide, T.Rex stalked the hit parade and car stylists gazed Stateside for inspiration, the Celica 1600 ST went on sale in the UK for a little over £1,300.

28 years, six generations, two World Rally Championships (1993 and 1994) and over 81,000 UK Celica sales later, Toyota has arrived at the seventh and perhaps its most visually dramatic interpretation of the Celica sports coupé.

The Celica has tracked the public's taste for sports coupés across the years and so it is with this all-new seventh generation model. It is a bold step forward in the design and engineering of mainstream sports coupés. It demonstrates a new philosophy in sports car technology and embodies the core values of Toyota engineering - performance without compromise. Intelligent engineering replaces the 'muscle car' approach of the past to create a sports coupé which is striking to look at, light and nimble to drive and economical to own.

The new Celica is 90mm shorter than the previous sixth generation model but is 65mm longer in the wheelbase enabling excellent dynamic characteristics with improved interior occupant space.

It uses a new all-aluminium 1.8-litre 16v twin overhead camshaft petrol engine employing Toyota VVT-i (Variable Valve Timing-intelligent) technology which optimises power, torque and fuel consumption across a wide rev range. The engine develops 140bhp at 6400rpm and 125lb ft of torque at 4200rpm.

The new Celica has been designed to be a lively and responsive companion on the road. A kerbweight of just over 1100kgs is achieved through intelligent construction techniques and means the car realises a power to weight ratio of around 130bhp per tonne.

Putting this into perspective, a true icon of past coupés - the Ford Capri 2.8-litre V6 - achieved roughly the same power to weight ratio as the new Celica via a much bigger capacity engine.

The new Celica, with its relatively small capacity 1.8-litre 16v engine, light construction and close ratio six-speed gearbox is proof of Toyota's philosophy to 'design-in' intelligent engineering solutions to its cars. The new Celica can achieve a top speed of 127mph, accelerate from rest to 62mph (100km/h) in just 8.7 seconds and yet return a combined fuel consumption figure of 36.7mpg. Compared to the previous best selling sixth

generation Celica 1.8 ST, the new car is faster, cleaner, cheaper, more frugal and even better specified.

The new Celica goes on sale in the UK on 12 November 1999. It is available in just one specification grade offering air-conditioning, a single disc Sony CD player with RDS radio cassette and 6 speakers, power windows, 16" alloy wheels and front fog lights. On the road price is a highly competitive £19,255.

Standard safety equipment includes anti-lock brakes with electronic brake force distribution, twin front and front seat side airbags, remote central locking, alarm and engine immobiliser and double locking anti-theft door mechanisms. Force limiters and pretensioners are fitted to the front seatbelts.

UK PRICING, RANGE AND BADGING

The fully loaded nature of the Celica's specification means that just one derivative will go on sale in the UK. Priced at £19,255 on the road the Celica will wear a VVT-i badge on its boot emphasising its advanced Variable Valve Timing-intelligent engine valve timing system.

UK buyers can also specify the new Celica with a Premium Pack at the additional cost of £1,500 taking the price of the car with Premium Pack to £20,755 on the road.

The Premium Pack includes an electric tilt and slide glass sunroof with sun shade and anti-trap function, leather front seats and a more sophisticated automatic climate control air-conditioning system.

In addition, special factory fitted 17 inch alloy wheels, similar in design to those first seen on the Celica XYR concept car unveiled at the Detroit Show in January this year, are available together with a rear spoiler for £1,200 extra. These wheels come with slightly lower profile 205/45 ZR17 tyres as standard. Together, this option of the 17 inch wheels and rear spoiler are called the Sports Pack.

A number of other Celica accessories and 'value packs' can be specified on the car and are detailed on page 6 of this pack.

FULL UK EQUIPMENT LISTING

		<u>CELICA</u>	<u>CELICA</u> <u>WITH</u> <u>PREMIUM</u> <u>PACK</u>
SAFETY	Driver and front passenger airbags with hybrid inflators	√	√
	Driver and front passenger seat mounted side airbags	√	√
	Electronically controlled ABS with electronic brake distribution logic (EBD)	√	√
	Electronic sensing front seatbelt pretensioners with force limiters	√	√
	Four 3-point seat-belts with ELR	√	√
	Seat integrated front seat belt anchorage and support	√	√
	Rear seatbelts with ALR and ELR	√	√
	High mounted stop lamp	√	√
	De-coupling brake pedal mechanism	√	√
	Anti-trap function on automatic up driver's window	√	√
	Anti-trap function on automatic close sunroof	N/A	√
	Energy absorbing, deformable and retracting steering column	√	√
	Pipe side impact beams in side doors	√	√
	Front bumper reinforcement	√	√
	Energy absorbing crumple zones front and rear	√	√
	Front, side and head impact absorbing structure	√	√
Anti-submarining seat design	√	√	
Auto cancel rear fog lamps	√	√	
INSTRUMENTS	Tachometer	√	√

AND CONTROLS	Water temperature gauge	√	√
	Outside temperature display	N/A	√
	Twin speed and variable intermittent front wash wiper control	√	√
	Intermittent and continual sweep rear wash wiper control	√	√
	Fuel gauge with low fuel warning light	√	√
	Digital clock	√	√
	Electric headlamp levelling	√	√
	Instrument light dimmer	√	√
	Digital odometer/trip meter	√	√
	Fuel cap location indicator	√	√
	Engine management warning and fog lamp indicator lights	√	√
COMFORT AND CONVENIENCE	Power assisted steering	√	√
	Electric front windows	√	√
	Driver's window electric one touch up and down with safety anti-trap	√	√
	Electric tilt/ slide glass sunroof with shade, one touch open/close anti-trap	N/A	√
	Central locking with remote control and double locking	√	√
	Electric and heated exterior mirrors	√	√
	Stepless tilt adjustable steering column	√	√
	Remote courtesy light operation with delay	√	√
	Remote fuel release	√	√
	Driver and passenger vanity mirrors with covers	√	√
Illuminated ashtray and cigar lighter	√	√	

	Rear coat hooks	√	√
	Heated rear window	√	√
	Luggage load hooks in boot	√	√
	Rear parcel shelf	√	√
	Driver's footrest	√	√
	Leather steering wheel cover and gear shift knob	√	√
	Fully trimmed boot with light	√	√
AUDIO	Sony RDS radio cassette CD player/ 6 speakers	√	√
	Roof aerial	√	√
	CD auto changer	dealer option	dealer option
VENTILATION	Manual air-conditioning	√	N/A
	Digital climate control air-conditioning	N/A	√
	Electric tilt/slide sunroof	N/A	√
	Air-recirculation	√	√
SECURITY	Remote alarm with perimeter and microwave interior protection	√	√
	Transponder key engine immobiliser	√	√
	Steering column lock	√	√
	Lockable glove box	√	√
	Double door locking	√	√
SEATING,	Driver and passenger seat recline and slide adjustment	√	√
UPHOLSTERY	Driver seat lumbar support and squab rear height adjustment	√	√
	50/50 split rear seat back	√	√
	Cloth front seat trim and door inserts	√	N/A
	Dark grey cloth rear seats	√	N/A
	Leather front seats and door inserts	N/A	√
	Dark grey leather-look vinyl rear seats	N/A	√

STORAGE	Large capacity glove box	√	√
	Centre console storage box	√	√
	Centre tunnel storage with CD capacity	√	√
	Front seat back pocket (behind front passenger seat only)	√	√
	Front and rear cup holders	√	√
	Front door storage bins	√	√
	EXTERIOR AND BODY	Body coloured mirrors and door handles	√
	Body coloured bumpers	√	√
	Front fog lamps	√	√
	16" alloy wheels with locking wheel nuts	√	√
	17" alloy wheels with locking wheel nuts and 205/45 ZR17 tyres plus rear spoiler (Sports Pack)	£1,200	£1,200
	Metallic paint	£250	£250

CELICA ACCESSORIES AND VALUE PACKS

	ACCESSORY	£ (INC VAT)
Body Styling	Front Skirt	£172.95
	Side skirt	£249.95
	Rear spoiler	£160.95
	Aluminium pedals	£76.95
Electrical	Head lamp beam converters	£4.95
	Parking sensors	£184.95
Communication	RAC Trackstar	£339.95
Protection	Rear mud flaps	£30.95

	Boot liner	£39.95
	Horizontal cargo net	£26.95
	Vertical cargo net	£24.95
	Clean air filter	£25.95
	Mat set	£29.95
	Emergency pack	£34.95
	Steering lock	£44.95
Roof racks and accessories	Roof rack	£109.95
	Rear mounted bike rack	£218.95
Touring and towing	Towing hitch (detachable)	£268.95
	Tow bar wiring kit	£49.95

The new Celica can also be specified with two value packs which consist of:

- **Protection Pack (£95.85 inc VAT)**
- **emergency pack (first aid kit, warning triangle, 0.6kg fire extinguisher)**
- **rear mud flaps**
- **Body Styling Pack (£660.80 inc VAT)**
- **tailored mat set**
- **primered front skirt**
- **primered side skirt**
- **primered rear spoiler**
- **aluminium pedals**

THE SPORTS CAR AND COUPÉ SECTORS AND CELICA MARKET POTENTIAL

The UK sports car market has been growing in recent years and in 1998 UK sales amounted to over 68,000 units. The UK is the biggest European market for the Celica accounting for nearly half of total European Celica sales in 1998.

There are two distinct groups within the sports car sector - coupés/convertibles and two seaters. Coupés account for around 55 per cent of total sports car sales in the UK.

The new Celica enters a sector currently dominated by Ford with its Puma and Cougar coupés achieving 25 per cent of total sports car sales and almost half of total coupé sales.

Other significant players in the coupé sector include the Hyundai Coupé, Vauxhall Tigra, Fiat Coupé and Honda Prelude. In addition, there are two larger coupés based on saloon cars - the BMW 3-series and Peugeot 406 which are priced at the premium end of the sector.

Toyota sees the 2.0-litre 16v Ford Cougar, 2.0-litre 16v Hyundai Coupé SE, Fiat Coupé 2.0-litre 20v and Honda Prelude 2.0i as the new Celica's primary competitors.

The highest proportion of coupé sales in the last 12 months have fallen into the £20,000-£22,000 category. This category includes sales of the out-going sixth generation Toyota Celica, the Ford Cougar, Fiat Coupé and Honda Prelude. Sales volumes in the lower price bands are dominated by the Hyundai Coupé, Ford Puma and Vauxhall Tigra. Premium versions of the current Celica GT, Cougar and Fiat Coupé fall into the higher price bands, together with the BMW 3-series and Peugeot 406 coupés. Manual gearboxes account for 85 per cent of coupé sector sales.

Toyota is forecasting it will sell around 420 new Celicas in the remainder of 1999 and increase sales to 4000 in the year 2000.

CELICA SPECIFICATION Vs COMPETITORS

The following table illustrates the price and specification advantage of new Celica versus selected market rivals.

	Toyota	Ford	Fiat Coupé	Honda
	Celica 1.8	Cougar 2.0	2.0 20V	Prelude 2.0
	VVTi	16v		16v
OTR Price	<i>£19,255</i>	<i>£20,000</i>	<i>£20,206</i>	<i>£19,075</i>

Climate control air-con	X	X	X	X
Air conditioning	√	√	X	√
16" alloy wheels	√	√	X	X
Leather upholstery	X	X	X	X
Radio/cassette/CD audio	√	X	X	X
Twin airbags	√	√	√	√
Side airbags	√	√	X	X
Anti-lock brakes	√	√	√	√
Remote door locking	√	√	√	√
Alarm/immobiliser	√	√	√	X
Double Locking	√	√	X	X
Power windows (front)	√	√	√	√
Heated power mirrors	√	√	√	X
Front fog lamps	√	X	X	X

Prices and specifications of competitor vehicles correct at time of going to press

FLEET SALES AND COUPÉS

Fleet sales in the coupé sector account for almost 50 per cent of registrations. The new Celica offers more specification than the previous model plus lower running costs over a typical 3 year/60,000 mile contract and is consequently likely to be a popular fleet purchase. Early 'cost-per-mile' figures for the new Celica are detailed on page 11.

BUYING AND LIVING WITH THE NEW CELICA - THE CELICA DRIVE PLANS

Although potential customers will be buying the new Celica to make a statement about themselves, most purchases are still governed by a budget. For the launch of the Yaris supermini, Toyota introduced a series of specially tailored finance and servicing plans developed to promote peace of mind, fixed cost motoring. Three similar Drive Plans have been created for the new Celica.

These Celica Drive Plans are:

Celica Easy Drive

Worry-free motoring for a single monthly payment designed to appeal to private cash buyers on a fixed motoring budget. Celica Easy Drive includes:

- The cost of the car on a two or three year Toyota Terms Personal Contract Purchase scheme
- A two or three year Easy Care Servicing Plan
- Two or three years extended Club Toyota membership
- The further option to include two or three years car insurance through Toyota Insurance

In one easy to manage monthly payment, Celica Easy Drive covers the purchase of the car, all major services, all intermediate oil and oil filter changes and routine servicing, parts, consumables and administration costs.

It also includes the security and extended benefits of Club Toyota membership for two or three years which includes homestart, roadside assistance and vehicle recovery in both the UK and Continental Europe with replacement loan vehicle and onward transport where required. Club Toyota membership also includes many motoring, travel and leisure benefits.

Should buyers choose to roll insurance into their Celica Easy Drive plan, they have the reassurance of knowing that any accident damage will automatically be managed by the Toyota Accident Repair Service with repairs carried out by a Toyota authorised bodyshop.

Celica Business Drive

A fully maintained Contract Hire Agreement covering most motoring needs designed to appeal to business customers, especially those who are VAT registered. Celica Business Drive includes:

- The cost of the car on a two or three year contract hire agreement
- Routine scheduled servicing
- Mechanical repairs (required through fair wear and tear)
- Replacement tyres
- A loan vehicle in the event of mechanical failure
- Renewal of Road Fund Licence in the second or third year
- RAC Cover including European Cover and extended Club Toyota membership
- Toyota Accident Management Service
- Option to exclude the maintenance element of the plan if require

The outgoing sixth generation Celica proved popular as a company car and with its improved specification and appeal, this is likely to be the case with the new Celica. Celica Business Drive has been designed with the small and local business customer in mind.

As the monthly rental costs attract VAT (50 per cent of which is reclaimable on the finance rental and 100 per cent on the maintenance element) Celica Business Drive is particularly suited to VAT registered businesses.

Celica Easy Care

A fixed cost, stand alone, pre-paid servicing plan which can be bought either as an outright purchase or 10 monthly direct debit payments. Celica Easy Care is essentially the servicing element of the Celica Easy Drive plan detailed earlier in the pack. Celica Easy Care includes:

- A two or three year package with mileage bands varying from 10,000-40,000 miles per year
- Covers major services, intermediate oil and oil filter change(s), routine servicing parts, consumables and administration costs

- Easy payment option either by cash up front, cheque or credit card or over 10 monthly direct debits to Toyota Warranties. The direct debit facility attracts a £10 administration fee

Alternative Celica Finance options

The Celica Drive Plans may not suit every individual purchase requirement. Some customers may have a car to part exchange or prefer to pay a higher deposit than the minimum 10 per cent required for Celica Easy Drive. In this case there are a number of other purchase options available such as the Toyota Terms personal contract purchase scheme.

CELICA WHOLE LIFE COSTS Vs THE COMPETITION

The whole life costs of a vehicle - the initial price, depreciation, service, maintenance, repair and fuel costs - are often overlooked on an emotional purchase such as a coupé. Toyota continues to focus on driving down the cost of ownership on all its cars and the new Celica is no exception.

Early analysis using fleet industry experts' calculations and Toyota's internal figures suggest the new Celica will be very cost effective to run. Toyota calculates the new Celica will have a class-leading cost per mile figure of just 29.06 pence per mile.

New Celica 1.8 VVTi Whole Life Cost Comparison

Based on 3 year/60,000 miles

Model	SMR*	OTR/£	%	Residual Value**		MPG***	Fuel Cost/£****	Total Cost	
				£	Depreciation cost/£			£	PPM
New Celica									
1.8 VVT-i	1837	19255	47	9049.85	10205.15	36.7	5395.10	17437.25	29.06
Ford Cougar	2572	20000	38	7600.00	12400.00	34.4	5755.81	20727.81	34.55

2.0 16v

Fiat Coupé

20v	2945	20206	41	8284.46	11921.54	28.8	6875.00	21741.54	36.24
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Hyundai 2.0i

SE	1876	17399	35	6089.65	11309.35	31.7	6246.06	19431.41	32.39
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Honda

Prelude 2.0i	3066	19075	38	7248.50	11826.50	30.7	6449.51	21342.01	35.57
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Nissan 200

SX	2607	21825	39	8511.75	13313.25	29.1	6804.12	22724.37	37.87
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Peugeot 406

Coupé	2305	20875	39	8141.25	12733.75	30.1	6578.07	21616.82	36.03
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* Service, Maintenance and Repair - CARCOST (Emmox)

** Residual Values - CAP Future Residual Values (Sept. 99) - 3 years, 60,000 miles

*** EEC Combined Fuel Consumption

**** Fuel cost based on £3.30 per gallon

NB: New Celica SMR and RV based on manufacturer forecast

EXTENDED SERVICE INTERVALS MEAN LOWER RUNNING COSTS

Thanks to its advanced engine, the new Celica does not require a first one thousand mile service (as the previous Celica did), and full services are only required every 20,000 miles or two years (whichever is sooner).

The 1.8-litre 16v VVT-i Celica engine uses a timing chain and tappets which are maintenance free, does not require expensive platinum tipped spark plugs and will run on ordinary mineral grade oil rather than more expensive semi and fully synthetic oils. Toyota's direct ignition system does not require adjustment either, and the spark plugs only require changing every 40,000 miles.

Every 10,000 miles or 12 months (whichever is sooner), Toyota recommends a 'Health and Safety' check which takes just 30 minutes. This involves an oil and oil filter change and safety items check.

The previous Celica required a service every 9,000 miles or one year. With its new 20,000 mile/two year service intervals and 10,000 mile Health and Safety checks, the new Celica is approximately 15 per cent cheaper to maintain over a three year/60,000 mile period than the previous Celica.

Items inspected during the Health and Safety check include:

- Oil and oil filter (changed every 10,000 miles or one year)
- Air filter
- Brakes pads and discs
- Tyres and lights

During a full service at 20,000 miles or two years the following is replaced/replenished:

- Oil and oil filter
- Clutch fluid
- Brake fluid

Plus an inspection is made of the following:

- Air filter
- Spark plugs
- Drive shaft boots
- Exhaust pipes and mountings
- Air conditioning filter
- Fuel tank filler cap lines, connections and vapour control

- Brake pedal and hand brake
- Brakes, pads and discs
- Brakes, hoses and pipes
- Front and rear suspension
- Power steering system and fluid
- Steering wheel, linkage and steering gear box oil
- Ball joints, dust covers, tyres and lights

CELICA SERVICE SCHEDULE AND COSTS

Service Content	Labour Times (Hrs)	Labour Cost + VAT (£)	Parts Cost + VAT (£)	Toyota Cost + VAT (£)
10,000 miles	0.5	20.00	28.71	48.71
20,000 miles	1.5	60.00	28.71	88.71
30,000 miles	0.5	20.00	59.75	79.75
40,000 miles	2.1	84.00	63.25	147.25
50,000 miles	0.5	20.00	28.71	48.71
Total	5.1 hrs	£204.00	£209.13	£413.13

The above table assumes labour at £40 per hour and mineral grade oil at £4.50 per litre. Service content includes change of coolant and brake fluid at 30,000 and 40,000 miles respectively as per the manufacturer's recommendations.

Over a period of three years and 60,000 miles (a typical business user's contract), the new Celica represents a saving in maintenance spend of around 15 per cent over the out going Celica, which was already one of the best in the sector.

Celica is now as cheap to maintain as a typical medium sector saloon car.

CHEAPER PARTS PRICES

Toyota is continuing to drive down the cost of parts and explode the myth that its genuine parts are expensive. Taking a basket of common parts including oil filter, air filter, front and rear brake pads, front brake discs, timing belt/chain and spark plugs, the new Celica works out to be between 83 per cent and 18 per cent cheaper than a cross section of rivals including the smaller Ford Puma. Across these parts the new Celica is also 24 per cent cheaper than the previous Celica.

Taking the cost of those parts typically damaged in a front end accident, the new Celica works out to be between 107 per cent and 12 per cent cheaper than the same competitors including the Ford Puma.

For those parts which require replacing in a typical rear end accident, the story is just as strong with Celica being 87-22 per cent cheaper than its rivals and 69 per cent cheaper than the previous Celica.

INSURANCE GROUPING

Celica is currently being evaluated by the Association of British Insurers for an insurance group rating. The ABI's verdict will be delivered on 17 November 1999 and Toyota is targeting a highly competitive group 11E rating. 'E' denotes Celica would exceed the Motor Insurance Repair Research Centre's (Thatcham) security requirements.

Toyota (GB) PLC has worked closely with its colleagues in Japan to ensure premium anti-theft protection on the new Celica. The car is fitted as standard with a Thatcham Category One approved perimetric and microwave volumetric alarm system plus an ignition key embedded transponder engine immobiliser. The securely located alarm siren also has its own battery back up power supply and the immobiliser is carefully secreted.

The Celica also comes as standard with a double door locking system for the UK market preventing the doors being opened if a thief should break the windows. To operate the double locking system the driver simply presses the 'lock' button twice on the key. The Celica's door locks are also shielded from 'Slim Jim' attacks (the professional thief's preferred tool of 'entry').

The windows in the Celica are etched with a unique security number linked to a 24 hour helpline. The telephone number for this register is also etched on to the glass and printed on two highly visible warning labels. In addition to the security benefits, information such as locking wheel nut key data and vehicle mileage can be stored on the register.

The Celica features a number of marked parts which can be traced to the original vehicle. Several large parts, including airbags and the engine block are marked and recorded meaning legal ownership can be traced.

A full size alloy spare wheel is stowed securely in the boot.

CELICA TECHNICAL SPECIFICATIONS

ENGINE

Type	In line transverse 4 cylinders, front wheel drive
Valve mechanism	DOHC 16 valve VVT-i
Bore x Stroke (mm)	79.0 x 91.5
Displacement (cc)	1794
Max. Power bhp (kW)	140 (105) @ 6400rpm
Max. Torque lb.ft (Nm)	125 (170) @ 4200rpm

ACCELERATION

0-62mph (0-100km/h)	8.7sec
0-400m	16.4sec
Maximum speed	127mph (205km/h)
Gear Ratios	
1st	3.166:1

2nd	1.904:1
3rd	1.310:1
4th	1.031:1
5th	0.864:1
6th	0.725:1
Differential gear ratio (final drive)	4.312:1
Reverse	3.250:1

FUEL CONSUMPTION mpg (L/100km)

Combined	36.7 (7.7)
Urban	27.4 (10.3)
Extra-urban	45.6 (6.2)
Coefficient of drag	0.32

DIMENSIONS

Overall length (mm)	4335
Overall width (mm)	1735
Overall height (mm)	1315
Wheelbase (mm)	2600
Track width (mm) front	1490
Track width (mm) rear	1480
Luggage capacity cu ft (Litres)	11.3 (323) - with full size spare wheel
Fuel tank capacity gallons (Litres)	12.1 (55)
Minimum turning radius (m)	5.2

Kerbweight (kg)	1100-1185 (depending on specification)
Gross vehicle weight (kg)	1565

SUSPENSION

Front	MacPherson strut with anti-roll bar
Rear	Double wishbone with anti-roll bar

BRAKES

Front	10" Ventilated discs
Rear	10" Solid discs

STEERING

Type	Power rack and pinion
Ratio	14.4:1
Turns lock to lock	2.9

TYRES AND WHEELS

Wheel size	16" alloy (standard) 17" alloy (optional)
Tyre size	205/50 VR16 (std) or 205/45 ZR17 (opt)
Spare tyre	Standard full size

2 NEW CELICA IS A STEP FORWARD FOR COUPÉS

- Fresh approach to engineering for next generation sports coupé
- Exciting cutting edge design
- High power-to-weight ratio for stunning performance
- Sophisticated, 105kW (140bhp) 1.8-litre 16v VVT-i engine
- Six speed manual gearbox
- Agile ride and handling tuned for Europe

The new Toyota Celica, which debuted in Europe at the Frankfurt Motor Show, represents a bold step forward in the design and engineering of mainstream sports coupés. Striking to look at; spacious and comfortable to drive; new Celica is a lightweight 2+2 sports coupé powered by a highly sophisticated 1.8-litre 16v VVT-i engine offering exciting performance and quiet, economical cruising.

It demonstrates a new philosophy in sports car technology. Intelligent engineering replaces the simplistic approach of the past to create a sports coupé that is striking to look at, light and agile to drive, fast and economical to own. New Celica embodies the core values of Toyota engineering performance without compromise.

The new Toyota Celica is the seventh generation in a family of famous sports coupé models. Celica was the cornerstone on which Toyota's worldwide motorsport programme was built, winning the World Rally Championship in 1993 and 1994 and scoring numerous international rally successes.

Chief engineer, Tadashi Nakagawa, said: "Celica has always been a trend-setter in the world sports coupé market. With the new Celica we have looked forward to the next generation of sports tourers more sophisticated, more stylish and with affordable performance which will satisfy the customers of the next century.

"New Celica is a coupé you can enjoy looking at, enjoy driving, enjoy riding in and still afford to own."

INTELLIGENT TECHNOLOGY

New Celica is the first sports model in the Toyota line-up to benefit from Variable Valve Timing-intelligent (VVT-i). This technology, originally developed on executive saloons, is being introduced gradually across the Toyota range and gives increased engine performance and improved fuel economy in all driving conditions.

As a result, new Celica offers exciting sports coupé performance from a compact, light and economical, 1.8-litre engine. The four cylinders, 16-valve, twin overhead camshaft unit develops a maximum 105kW of power (140bhp) at 6,400rpm with maximum torque of 170Nm (125lb ft) at 4,200rpm.

Thanks to its intelligent design philosophy, the new Toyota Celica weighs in at 1,100kg around 60kg lighter than the current model and with a class leading power to weight ratio. It will blast from 0 to 100km/h (62mph) in just 8.7 seconds and has a top speed (where permitted) of 205km/h (127mph).

The combination of compact engine size, light weight and low aerodynamic drag gives Celica outstanding fuel consumption for a sports coupé with this performance. On the combined European cycle the car uses just 7.7 litre/100km (36.7mpg), the urban cycle is 10.3 l/100km (27.4mpg) and extra-urban, 6.2 l/100km (45.6mpg).

To enhance sporting performance and further improve 'real world' fuel consumption, Toyota has developed a slick new six-speed manual gearbox especially for the new Celica.

NEW STYLING

The futuristic styling of new Celica takes its inspiration from open wheeled race cars. The wheelbase is extended within the overall length to create a 'wheel at each corner' approach, just like a racer. It offers maximum stability, an excellent driving position and additional interior space.

The single-form, cab forward shape creates a distinctive character and the sports coupé performance is emphasised by the sharp, bold lines. Body aerodynamics are excellent with a frontal drag coefficient of just Cd 0.32 (205/50VR16 tyres).

New Celica is shorter and narrower than the current model. Overall length is 4335mm and overall width is 1735mm. With increased interior space, it is slightly higher at a maximum 1315mm.

The wheelbase is 2600mm and front and rear tracks are 1490mm and 1480mm respectively.

COMFORTABLE INTERIOR

New Celica has been designed to be affordable to its target market, yet buyers will find all the comfort and convenience they would expect in a car of this class.

The Celica is a 2+2 coupé. Thanks to the long wheelbase, interior space is good and both front seats slide and tip forward to provide access to the rear. The rear bucket seats are deep for increased headroom.

Standard equipment includes air conditioning, anti-lock brakes with electronic brake force distribution, electric power windows, power heated wing mirrors, remote central locking, variable intermittent windscreen wipers, lights-on buzzer and door open warning. An electronic engine immobiliser and alarm is standard and for UK Celicas, the doors can be 'deadlocked' automatically to disable the unlock mechanism.

High quality sports seats and a height adjustable, three-spoke sports steering wheel ensure a comfortable driving position. The rear seats are split 50/50 and fold to increase load carrying capacity.

FULL SAFETY FEATURES

Safety features, a major consideration for customers in this market, are extensive. Driver and passenger airbags are standard equipment, as are side-airbags in most markets. Pre-tensioned seat belts with force limiters are fitted at the front and both rear seats have full lap and diagonal belts.

Anti-lock braking with electronic brake force distribution is standard equipment and Celica is built around a stiff energy-absorbing body structure which not only improves passive safety in the event of an accident but is also the key to the car's impressive stability and handling.

EUROPEAN RIDE AND HANDLING

European-based Toyota engineers have been working with Japanese designers from the outset to ensure new Celica offers the enjoyable, but safe, driving experience demanded by European sports coupé customers. The aim was to strike a perfect balance between sports handling and comfortable, smooth ride.

A new, double wishbone suspension has been developed for the rear to ensure maximum stability during cornering and under braking. Passive rear steering, through

toe-in correction, and a rear anti-roll bar with ball-joint mounting further improves cornering stability.

Front suspension is by refined MacPherson struts with specially shaped lower arms for better steering feel and more precision at high speed. An anti-roll bar is also fitted.

Anti-lock brakes are standard equipment with 14 inch ventilated discs at the front and 14 inch solid discs at the rear.

PEACE OF MIND OWNERSHIP

New Celica will be backed by Toyota's comprehensive peace-of-mind warranty package. Full mechanical warranty is for three years and 60,000 miles with a six year paintwork warranty and 12-years' protection against body perforation. Service intervals have also been extended to 20,000 miles or two years (whichever is sooner) to reduce customer costs.

3 DISTINCTIVE, MODERN DESIGN

- Mainstream sports coupé for young adults
- Designed at CALTY Design Research Facility in California
- Striking, cutting edge looks
- Long wheelbase, short body for stability and space
- Low drag aerodynamics for quiet, economical running

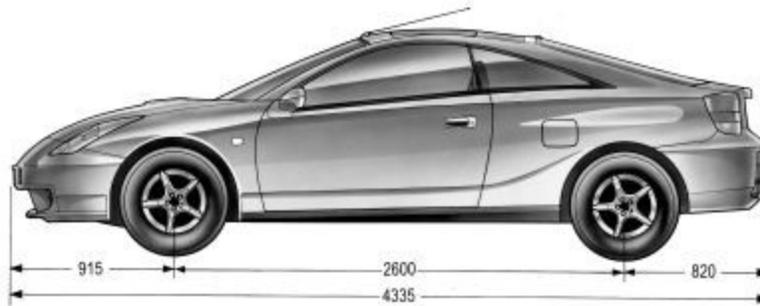
The new Toyota Celica is both stylish and practical. Customers will be attracted by its striking good looks and enjoy its space, comfort and refinement.

"We have worked with a futuristic, cab forward design and short overhangs to create a car with distinctive character," said Tadashi Nakagawa, chief engineer. "Performance, style, comfort and space will confirm Celica as a leader in the sports coupé market."

COMPACT BUT SPACIOUS

New Celica is a compact, agile coupé with a single flowing shape from front to rear. It is considerably shorter than the current Celica model but, thanks to its long wheelbase, offers more interior space and shorter overhangs.

The practicality of the car is emphasised by the two wide opening doors and the rear liftback which offers access to a generous luggage space.



Overall length is 4,335mm with a width of 1,735mm and height of 1,315mm. The new model is 90mm shorter than current Celica and 15mm narrower yet the wheelbase, at 2,600mm, is 65mm longer.

The broad, stable appearance of the new car is emphasised by the wide track, 1,490mm at the front and 1,480mm at the rear. Overhangs are short, 85mm at the front, 80mm at the rear.

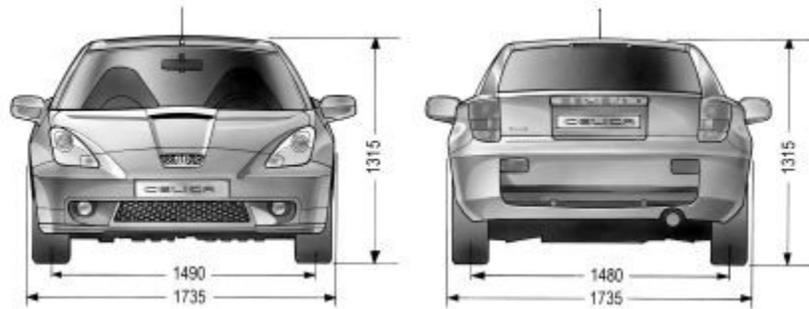
But the long wheelbase and wide track are about more than just smart styling and good interior space. The 'wheel at each corner' approach also contributes to the Celica's remarkable dynamic performance and straight-line stability.

CUTTING EDGE DESIGN

The sharp, cutting edge style of new Celica created at Toyota's world famous CALTY Design Research Facility Inc. in California is in sharp contrast to the more rounded style of previous generation Toyota coupés. It suggests a modern, functional approach; an enthusiast's car with a sense of motion, even when standing still.

From the front, the dominant feature of Celica is its broad, plunging bonnet line which gives it an aggressive look while emphasising stability. The low front bumper line and its

full width spoiler add to the overall effect. Integral front fog lamps are standard and the mesh grille is designed to protect the radiator from flying stones.



The power bulge is both decorative and practical. It creates a more dynamic front profile while, at the same time, allowing greater air intake and improved engine cooling. The Toyota badge sits proudly on the small bonnet grille.

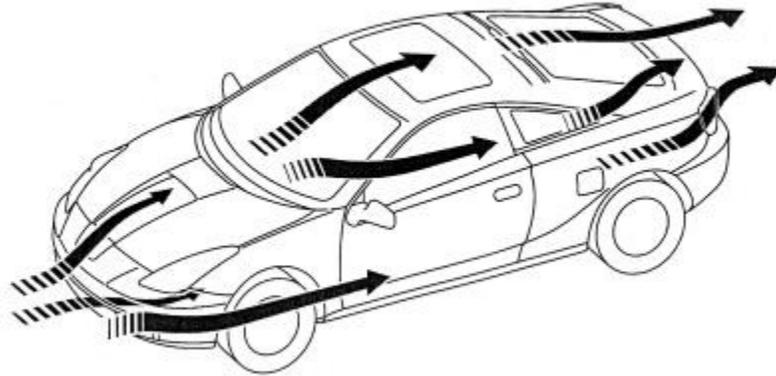
The aggressively styled headlamps are a prominent feature. Four lamps are used, behind clear glass, with built-in indicator signals. Clear lens side indicators are built into the front wings.

The rising lines along the side of new Celica suggest the straight, fast flight of an arrow. A scooped curve rises sharply over the rear wheel arch to emphasise the slight lift of the tail. The front and rear bumpers are solid and strong, creating a clear presence. The roof line rises sharply to a high point above the driver's seat and then curves away gently to blend into the liftback.

Rear lines are clean and more square. Once again the low horizontal lines emphasise stability and performance. The rear combination lights, like the headlights, are prominent and decorative. Twin rear fog lights and high mounted stop lamps are standard equipment.

SMOOTH, LOW DRAG AERODYNAMICS

New Celica has excellent aerodynamic performance, which contributes to low fuel consumption, reduced high speed noise levels and excellent stability. The air flow over and under the body is smoothed by careful profiling and specific engineering control.



The front bumper and its spoiler act as a splitter to divert air cleanly under the floor and around the sides of the car. The underfloor profile is smooth and clean with suspension parts, fuel tank and exhaust tube specially shaped for aerodynamic effect. The engine is covered and small spats ahead of the front tyres reduce frontal drag.

Over the bodywork, all level differences are minimised to prevent flow separation and the liftback design takes air smoothly away from the end of the roofline and out over the sharp rear cut-off. Rear corners have been smoothed to reduce turbulence. Frontal drag coefficient, with 205/50 tyres is Cd 0.32.

BRIGHT, LIVELY COLOURS

New Celica will be available in four distinct colours to suit the style of the exclusive, sport performance market. These include a new vivid 'Chilli Red' which will certainly turn heads in the street and an eye-catching 'Lagoon Blue' metallic. A new 'Silver Haze' metallic is also added to the range alongside the ever popular 'Astral Black'.

TARGET MARKET

New Celica will compete at the heart of the mainstream coupé market. A small minority of customers are more mature singles, often in professional jobs, who see a sports coupé as an expression of their own individuality.

Apart from existing Celica customers, the car is expected to attract large numbers of conquest buyers from other brands attracted by its good looks and modern styling.

In the coupé market, customers are looking to make a clear individual statement. Style and fashion are important but research shows the style statement must be supported by performance. The Celica offers both but it is not an outright performance car such as the MR2 which appeals to a different kind of customer.

There are ethical values too, such as good fuel economy, a commitment to the environment through corporate policy and the use of recyclable materials and practical considerations, such as passive safety and plenty of luggage space.

4 NEW CELICA IS SAFE AND SECURE

- Driver and passenger airbags standard; as are side airbags
- Electric pre-tensioners for front seat belts
- Strong, energy absorbing body structure
- Anti-lock brakes with electronic brake force distribution
- Electronic engine immobiliser
- Double 'deadlocking' for the UK

Safety is one of the priorities for customers in the sports coupé market and new Celica has been designed to offer maximum possible protection for drivers and passengers through both active and passive safety systems.

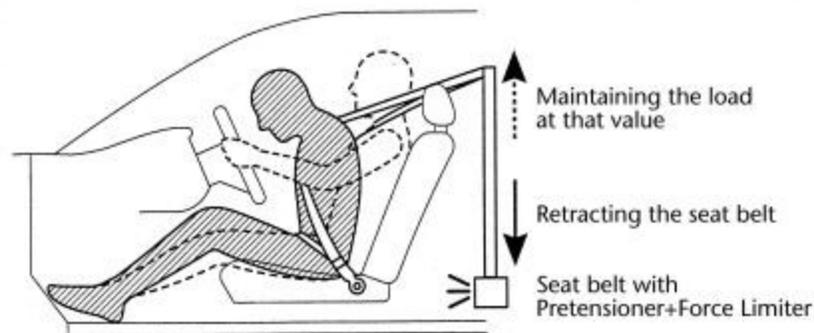
Despite its light weight, Celica is intrinsically safe with a strong, rigid body structure, agile handling, carefully engineered suspension and powerful anti-lock brakes. All round visibility from the comfortable driving position is good and the sports-style bucket seats have been designed to hold the driver and passengers firmly in position - even when enjoying the car's performance to the full.

Full driver and front passenger airbags are standard equipment in all markets. Side airbags, which help prevent injury during side impact collisions are standard on UK Celicas too.

INTEGRATED SAFETY RESTRAINT SYSTEM (SRS)

The airbags operate as an integral part of the safety restraint system (SRS) which includes front seat belts with electrical pre-tensioners and force limiters. In the moments following an impact, the pre-tensioners hold the occupants back into their seats while the airbag inflates.

Then, to prevent the forces in the seat belt from causing chest injury, the automatic force-limiters gradually release the tension in the belt, allowing the occupants to move forward slightly until they are cushioned by the airbag. The entire process takes only fractions of a second but offers a carefully controlled balance between retention and prevention of injury.



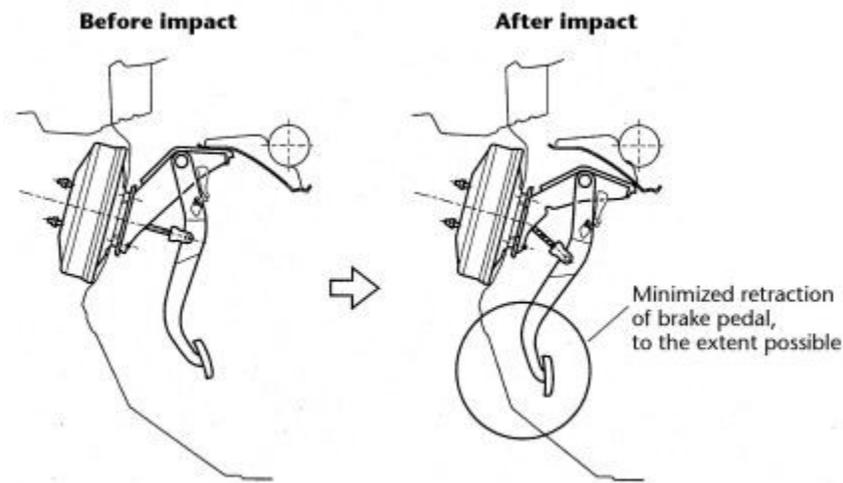
Both rear seat passengers have full, lap and diagonal, seat belts.

As an additional safety feature, the engine control unit cuts the fuel supply to the engine if the airbags are deployed.

MINIMAL INTRUSION

Both the steering column and the brake pedal mechanism have been designed in such a way as to reduce intrusion into the passenger compartment in the event of a collision.

The entire steering column is designed to contract in a frontal impact and the mounting brackets break away to allow the column to move forward under pressure from the airbag. The brake pedal mounting is designed to separate at the top of the pedal so that the pedal itself tends to move away from the driver and backwards into the footwell.



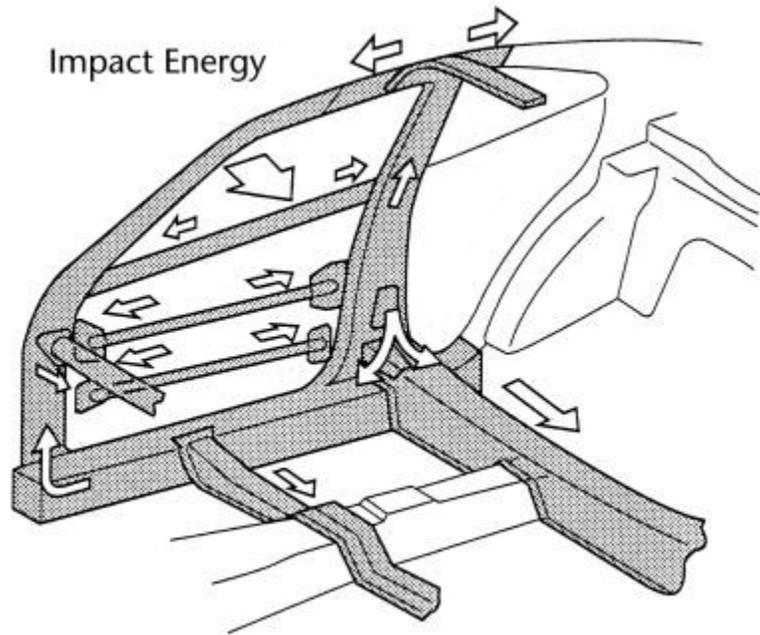
ENERGY ABSORBING BODY SHELL

The strong and rigid body structure plays a critical role in the safety of the Toyota Celica. Not only does it help reduce the risk of occupant injury in the event of an accident, but it also contributes to the Celica's excellent dynamic performance, stability and safe, predictable handling.

There is extensive use of light high strength sheet steel and critical areas of the shell have been reinforced but the key to occupant protection is its ability to absorb impact energy.

Frontal impact energy is absorbed through the front side members, which have thin steel 'crumple zones', and then transmitted through the A-pillars and passenger side members to avoid distortion to the passenger cabin. The side members are reinforced at critical points to reduce intrusion of the footwell.

There are two impact energy absorbing beams, made from super high tensile steel, in each door which help divert side collision forces into the door pillars and down to the reinforced floor crossmembers. The crossmembers and passenger cabin have reinforced joints and are made from high strength sheet steel.



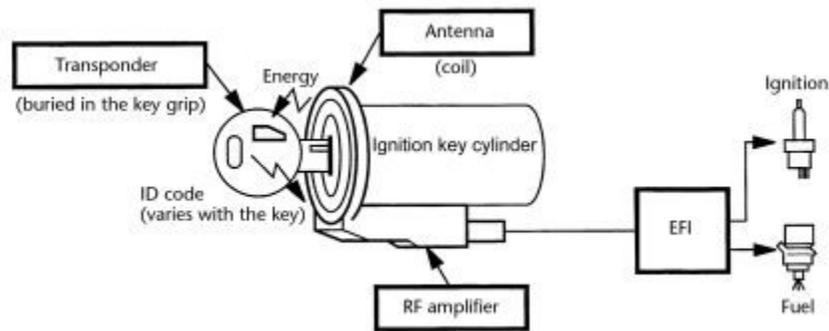
There is a head impact protection structure in the door frames and A-pillar. The pillar trim is also designed to absorb energy.

ANTI-LOCK BRAKES

Anti-lock brakes with electronic brake force distribution (EBD) are standard equipment on the new Celica. The EBD control works in conjunction with the anti-lock system to constantly monitor braking force and wheel speeds. It adjusts the distribution of brake force either front to rear or left to right to help maintain vehicle stability during heavy braking and during cornering.

ANTI-THEFT EQUIPMENT

The new Celica is equipped with carefully designed door locks to resist unauthorised entry and an electronic engine immobiliser which means the car can only be started using the correct key. A tiny transponder in the key grip transmits a unique electronic code which is recognised by the ignition switch. Only when the code matches the signal stored in the car does the engine control unit allow ignition and fuel systems to operate.



In the UK, the new Celica will be equipped with a double-locking 'deadlock' system which further improves vehicle security. Pressing the lock button on the remote control central locking key twice activates the deadlocking mechanism.

The deadlock disengages the door handles from the door lock mechanism and means the door cannot be opened from either the outside or the inside. Thus, when the Celica is deadlocked, if somebody trying to steal the car tries to gain entry by breaking a window they will still be unable to open a door.

5 INTELLIGENT ENGINE DELIVERS POWER AND

PERFORMANCE

- 1.8-litre 16v VVT-i engine for maximum power and torque
- Low maintenance Toyota Direct Ignition
- Top speed 127mph, 0-62mph in 8.7 seconds
- Improved fuel consumption and reduced emissions
- Close ratio, six speed, manual gearbox

The new Toyota Celica offers high performance to match its looks. This is a true driver's car with lively acceleration, comfortable quiet cruising and sports handling - backed by sophisticated, intelligent engineering to deliver agility and effortless driving at all times.

Chief engineer, Tadashi Nakagawa, said: "I wanted new Celica to offer performance without compromise. By making use of a completely new engine, new transmission and new suspension systems, Celica has a light, lively feeling which puts it into a class-leading position in mainstream sports touring cars."

The new Toyota Celica is the first sports model in the Toyota line-up to benefit from Variable Valve Timing-intelligent (VVT-i). As a result, new Celica offers exciting sports performance from a compact and powerful, 1.8-litre engine without compromising fuel economy or weight.

HIGH PERFORMANCE ENGINE

The Celica engine, designated 1ZZ-FE (VVT-i), is a lightweight aluminium-alloy blocked four cylinder unit with twin overhead camshafts and four valves per cylinder. It has 1,794cc displacement (79mm x 91.5mm, bore and stroke) and high compression ratio at 10:1 for maximum efficiency.

The cylinder head is a cross-flow, aluminium alloy unit. Knock resistance and fuel efficiency have been improved through the use of newly developed valve seats and a carefully designed combustion chamber. This tapered squish is matched in the design of the piston heads. Both camshafts are chain driven.

The engine develops a maximum 140bhp (105kW) of power at 6,400rpm with maximum torque of 125 lb ft (170Nm) at 4,200rpm. Torque output is very constant, thanks to the Variable Valve Timing-intelligent and more than 110 lb ft (150Nm) of torque is available across a large proportion of the rev range making Celica easy to drive with good mid-range acceleration.

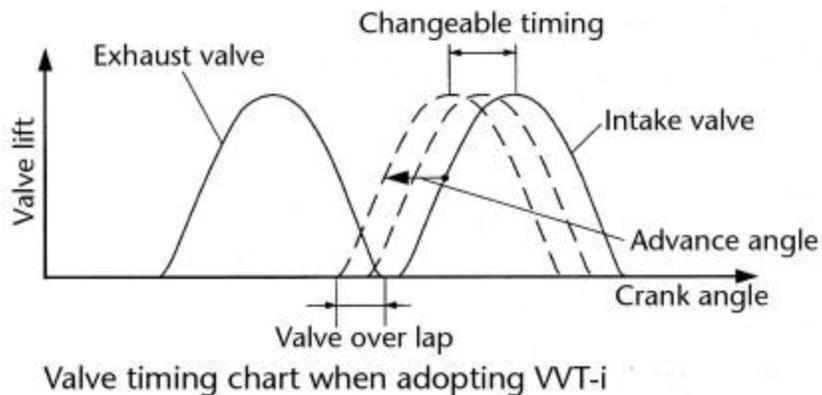
The use of the sophisticated VVT-i technology and lightweight body means Celica has the best power to weight ratio in its class - having just 7.7kg to move for every bhp developed. Top speed is 127mph (205 km/h) and acceleration to 62mph (100km/h) from rest takes just 8.7 seconds. The Celica will cover the standing 400m in 16.4 seconds.

To eliminate noise and vibration the engine uses a five bearing crankshaft with eight balance weights. Crankshaft bearings have been reduced in width to cut friction and all pins and surfaces have been smoothed to minimise friction losses.

HOW VVT-i WORKS

Variable Valve Timing-intelligent (VVT-i) varies the air intake valve open and close timing according to driving conditions and engine loading.

By varying the 'overlap' time between exhaust valve closing and intake valve opening, the engine characteristics can be changed to create optimum burn - resulting in more efficient use of fuel, cleaner exhaust emission and maximum torque output.



The Toyota developed system has the benefit of offering continuously variable (not stepped) variable timing and allows the engine management computer to specify the optimum timing for the full range of driving conditions. It means the valve overlap timing no longer has to be fixed in advance to suit a predetermined driving environment.

More complete combustion, at a higher combustion temperature, means less nitrous oxide emissions. An increase in valve overlap, at lower engine speeds, results in some recycling of unburned fuel which reduces unburned hydrocarbons. Both conditions result in better fuel consumption.

OUTSTANDING FUEL CONSUMPTION

Thanks to the use of VVT-i and its smooth aerodynamic shape, the new Celica has remarkable fuel consumption for a high performance 2+2 sports coupé and returns

36.7mpg on the combined Euro cycle. On the extra urban cycle, consumption improves to 45.6mpg and on the urban cycle, 27.4mpg is achieved.

TOYOTA DIRECT IGNITION

Like VVT-i, the Toyota Direct Ignition system was originally developed for executive models but is now being carried over to the whole range. It improves the ignition timing accuracy, reduces high voltage loss and cuts maintenance by eliminating the need for a distributor.

The Direct Ignition system on the new Celica provides four ignition coils, one for each spark plug. The coils are integrated with the spark plug cap to provide direct contact. Ignition timing is controlled by the engine control unit which takes information from the crankshaft position, the camshaft position and various other relevant engine sensors.

CAREFUL MANIFOLD DESIGN

The intake and exhaust manifolds play a key role in the efficiency of the Celica engine. The intake manifold is made of plastic, in order to cut heat transfer from the cylinder head and reduce air intake temperatures.

The flow of air into the intake duct is controlled by a variable intake valve. At low to medium engine speeds this closes off one side of the intake duct to reduce air flow and cut engine intake noise. At high engine speeds the valve is switched off, allowing the full passage of the intake duct to be used.

A resonator in the air intake chamber optimises intake pulsation and improves engine performance in the mid-speed range.

The exhaust manifold is made of stainless steel for weight reduction and the short front pipe ensures rapid warm-up of the three-way catalytic converter for maximum efficiency and reduced emissions.

CLOSE RATIO SIX-SPEED GEARBOX

Keen drivers will want to make the most of the Celica's close ratio six-speed manual C63 gearbox. The shift gate has reverse gear to the left and a spring-loading mechanism to prevent accidental selection of reverse and also a warning buzzer indicating reversing.

The short-throw, gear shift lever is slick and easy to use. Teflon bushes are used in the shift and select mechanism to improve feel and there is a double cone synchromesh mechanism on second gear to reduce shift effort.

The sixth gear has a longer ratio for relaxed high speed cruising and to improve fuel consumption at high speed. Other ratios are close for maximum performance and acceleration.

The single plate, dry clutch, is operated hydraulically.

6 SPACIOUS AND SPORTY INTERIOR

- Sporty, open-air feel to interior
- Excellent equipment levels at an affordable price
- Increased interior space
- Large luggage compartment
- Low noise levels and high ride comfort

Toyota Celica customers expect, and will get, high levels of comfort and refinement with the new car plus a sporty interior which suits the image and practicality of a sports coupé. New Celica is spacious, comfortable, well equipped and quiet.

"The interior design of the new Celica enhances full driving pleasure through its sporty, open feel," says Tadashi Nakagawa, chief engineer. "All the main controls the parts which are to be touched, seen and used are boldly modern in their design to create a sporting impression."

SPORTS STYLE INTERIOR

The Celica's deep bucket sports seats and curved cockpit wrap the driver and passengers in a comfortable and safe cocoon, though the ample glass area, head room and sun roof (where fitted) ensure you never feel enclosed.

The modern, sculpted dashboard is created from two interlocking curves which cross at the central high point. Directly ahead of the driver is the three spoke sports steering wheel, with SRS airbag, and sports style instrument display. A leather trimmed steering wheel, with perforated sports grip, is standard in UK Celicas.

Centre stage is the large, clear speedometer with the engine speed rev counter to one side. Both use modern italic characters for ease of reading and to create a sporty look. The high tech sports theme is carried over into the minor instrumentation which uses liquid crystal display for fuel gauge, water temperature and tripmeter.

Heater controls are conveniently placed in the centre console and can be reached by driver and front seat passenger. The knobs are modern and functional for easy use. Air conditioning is fitted as standard to the Celica. Cars specified with the Premium Pack option secure digital climate control air conditioning with LCD display.

A six speaker layout is standard equipment on Celica linked to a large format Sony RDS radio cassette and CD player. A CD autochanger can specified from Toyota dealers at additional cost.

MORE SPACIOUS

Despite being shorter and narrower than present Celica, the new car has an increased wheelbase, creating more space for passengers and their luggage. The 2+2 seating layout allows for occasional adult use of the rear seats.

Both front and rear leg room is improved over current model and rear head room has been made more natural by moving the head clearance zone forward. The electric sun roof available as part of the Premium Pack has been designed to slide outside the roofline, further increasing head room when this is fitted.

GENEROUS EQUIPMENT LEVELS

- New Toyota Celica comes fully equipped with all the essential specification for a sports coupé.
- Standard equipment includes:
- air conditioning and Sony RDS radio/cassette/CD player (6 spkrs)

- anti-lock brakes with electronic brake force distribution
- power operated and heated rear view mirrors
- power windows with one-touch and anti-jam protection on driver's side
- rear fog lights and high mounted stop light
- remote control central locking, alarm, immobiliser and double door locking
- intermittent windscreen wipers
- genuine leather gearshift knob
- genuine leather trimmed steering wheel
- cup holder
- Premium Pack equipment adds:
 - climate control digital air conditioning
 - electric tilt and slide glass sun roof with shade and anti-trap mechanism
 - black leather front seats

TRIM AND SEATS

Two tone, fabric trimmed bucket seats with side airbags emphasise the sporting appeal of new Celica and genuine soft black leather front seats come as part of the Premium Pack option. The main body of the cloth seats are black while contrasting side bolsters feature a bicolour effect and carry a dot pattern.

The seats are carefully designed to offer a sporty driving position, maximum support when enjoying the Celica's outstanding performance and yet are soft enough to enhance ride comfort.

Seat height adjustment through 29mm is standard equipment and there is a wide range of position and seat back adjustment to suit drivers of all sizes. The front seats slide and fold to allow easy access to the rear.

Bucket rear seats are split 50/50 and fold to increase luggage carrying capacity. Full, three point seat belts are standard equipment in the rear.

Door trim is chosen to match the seat side fabric and the style itself is bold and modern in design to complement the tone of the rest of the interior. It naturally integrates with the

swoop of the full width dashboard. Armrests are provided with a soft touch pad for extra comfort.

AMPLE STORAGE

There is ample storage space within the Celica cabin with a deep central console box which can hold CDs or cassette tapes. The central cup holder has space for two large paper cups or, if not being used for cups, can hold a further three CD cases or sunglasses.

There are good sized, deep pockets in both front doors.

GENEROUS LUGGAGE COMPARTMENT

A further advantage of increased wheelbase is the much larger luggage space available in the new Toyota Celica. The large boot (323 litres or 11.3 cu ft VDA with full size spare wheel) can easily accommodate a full luggage set or four golf bags. The old Celica could muster just 283 litres or 10.0 cu ft of boot space.

Load height is class leading too with just 78.5cm from the ground to clear the rear sill, which reduces the effort required to load heavy objects into the boot.

There is a convenient tray in the boot for storing an umbrella, safety triangle or other small objects without them rolling around and further load security is provided by the integral luggage fixing hooks.

COMFORTABLE AND QUIET

New Celica is a performance car but, remarkably, it offers quiet comfortable cruising without losing some of that character which is such an essential part of any sports coupé. Sound insulation is carefully placed throughout the bodyshell to eliminate harsh, booming sounds but still allow a pleasant, sporty roar to come through under acceleration.

Specific noise reduction measures include the use of variable air intake duct valve technology; the use of a stiff aluminium oil sump pan; sound insulators within the engine

compartment and improved sealing of the dashboard to prevent noise transmission through from the engine.

A high stiffness steering column and wheel, plus increased reinforcement around the instrument panel has cut steering vibration to new, low levels.

SPORTS ACCESSORIES

New Toyota Celica runs on high performance 205/50 VR16 tyres as standard and its sporty appearance is enhanced by the five spoke alloy wheels. Six spoke 17" alloy wheels are also available as a factory fitted option and come with 205/45 ZR17 tyres.

7 SPORTS PERFORMANCE WITH DYNAMIC BALANCE

- Sports car handling with subtle ride
- New double wishbone rear suspension
- Strong, rigid chassis construction
- Powerful, effective disc brakes
- Precise rack and pinion steering

New Celica offers customers performance without compromising either safety or comfort. The principle of 'intelligent engineering', applied so successfully to the VVT-i engine, was also used in chassis and suspension design.

New Celica is light, but strong and safe. Its rigid chassis provides the perfect platform on which to engineer suspension systems that allow a balance between sports car handling and sports touring ride and comfort. The long wheelbase is naturally stable, helping to create a high performance car that is both controllable and comfortable to drive.

"We knew we had to achieve a dynamic balance with Celica," explained chief engineer, Tadashi Nakagawa. "The important targets for the car were stability and agility. We have adopted the optimum suspension geometry with good anti-dive. The ride is comfortable, not harsh and yet the Celica handles like a sports car."

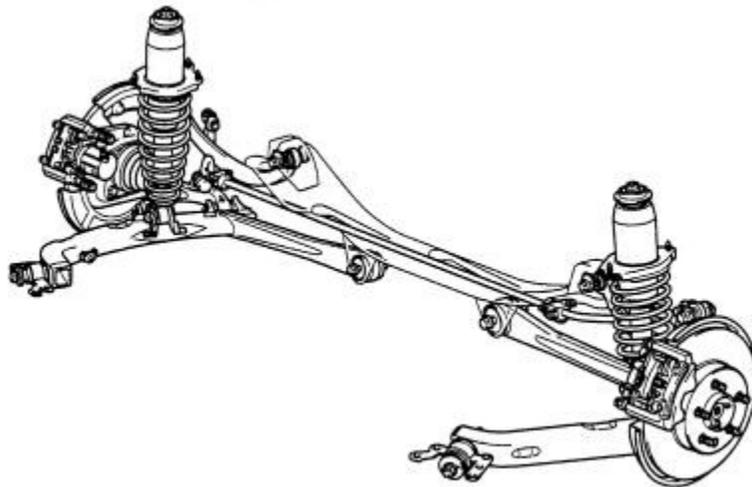
From the very early stages of the design, engineers in Europe worked to make sure Celica would meet the high expectations of European sports coupé customers. Key ride

and handling targets were good straight line stability, sharp steering and good handling with a comfortable ride.

An extensive programme of road and track testing, over a wide range of surfaces in Germany, Belgium, Switzerland, the Netherlands and the UK, has ensured the ride, handling and performance characteristics match the best in Europe.

REAR SUSPENSION

The rear suspension system has been carefully engineered to offer excellent control, stability and ride comfort. A new, double wishbone design with anti-roll bar was developed especially for Celica.



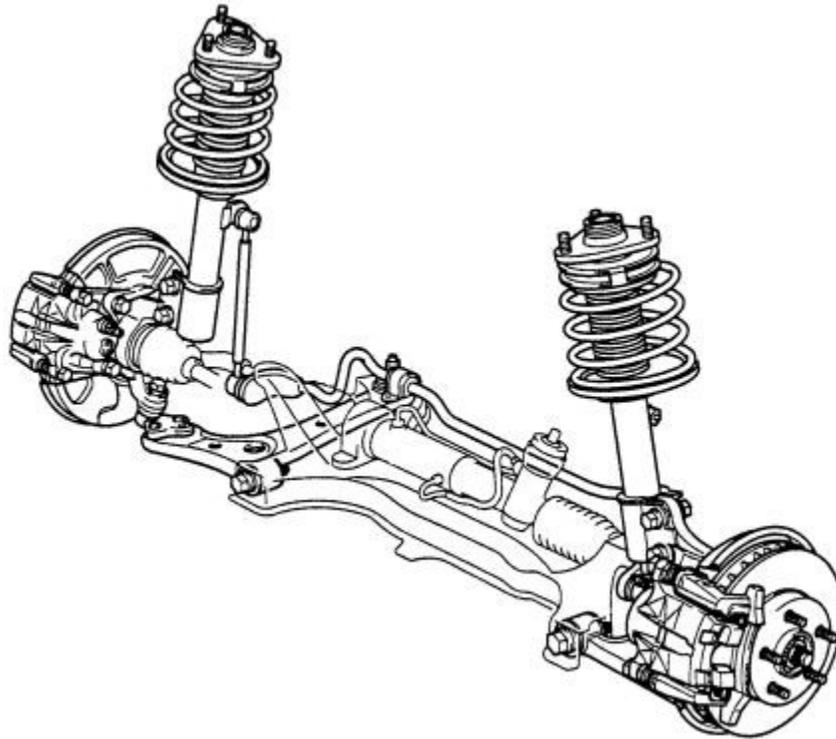
The rear suspension is compact and effective. Inverted struts, with the coil springs mounted at the bottom of the shock absorbers, save space and help create Celica's large boot space and low loading height.

Upper and lower suspension arms have been designed to improve vehicle stability during braking and there is a 'passive steer' toe-in correction which offers extra stability and control during hard cornering. Rubber bushes, carefully tuned for optimum comfort and stability, are used on the suspension mountings.

Rear suspension toe-in and camber angles can be adjusted using a cam mechanism on the retaining bolts, which cuts service time and allows precise geometry settings. The rear anti-roll bar link uses ball joint mountings.

FRONT SUSPENSION

The front suspension, designed to offer stability, agility and positive steering feel, uses a modified MacPherson strut with L-shaped lower arms. Rubber bush mountings have been adopted to soften ride and improve steering feel.



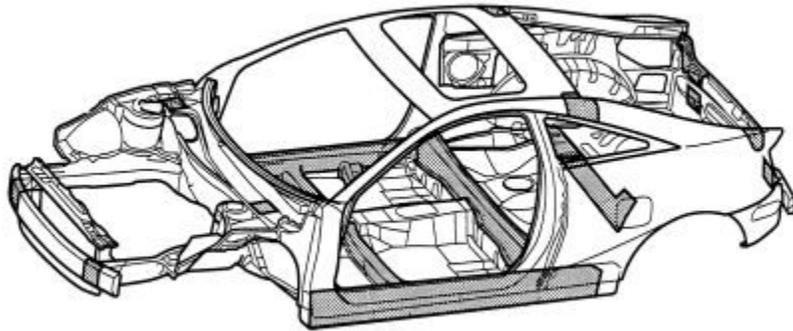
The front anti-roll bar link uses ball joint mountings for precision and the roll bar link mounts to the shock absorber for extra stability, better ride comfort and, once again, improved steering control.

RIGID CHASSIS

The design and construction of Celica's lightweight bodyshell is critical to its sports car performance. The body strength helps ensure safety for the occupants; its rigidity gives

the car its superb ride and handling; its reduced weight helps ensure outstanding dynamic performance.

The amount of high strength, light weight sheet steel in the body has been increased and it is used for the bonnet, door panels and most of the structural members. The structural cross members have been carefully placed and reinforced, where necessary, to ensure high rigidity leading to a stable suspension platform.



The main areas of reinforcement are the front and rear bumper joints to the side members; the cross member behind the front suspension top mounts; and around the rear hatch opening at the hinges and catches. Three main bodyshell cross members are carefully placed to increase crash resistance, reduce noise transmission and help overall body stiffness.

LONG TERM WARRANTY

The new Celica is backed by Toyota's 3 year/60,000 mile warranty with six years' paintwork and 12 years' anti-perforation warranty. The bodyshell has been extensively treated to increase its resistance to rust with the use of anti-corrosion sheet steel and by applying wax and sealer to exposed areas, such as the bonnet, door panels and tailgate.

A polyvinyl chloride (PVC) coating is applied to the underside of the body and anti-chipping paint, with PVC primer, is used on the lower door panels, wheel arches and door sills. Soft chip primer is used on the front of the bonnet.

POWERFUL, EFFECTIVE BRAKES

New Celica is equipped with powerful brakes to match its performance. Anti-lock braking, with electronic brake force distribution (see Safety chapter) is standard equipment. Front brakes are 14-inch ventilated discs with lightweight, anti-squeal callipers. Rear brakes are solid 14-inch discs.

An integrated brake booster and master cylinder is used to save space and weight. The clutch and brake master cylinder reservoir tanks have been integrated.

PRECISE STEERING CONTROL

High precision steering, with just 2.9 turns lock to lock, is the key to Celica's excellent on-road feel, driver control and high speed stability. Engine speed sensing power steering is standard equipment on all models.

The steering column tilts to help drivers achieve a good seating position and is equipped with energy absorbing mechanisms in the event of a frontal collision (see Safety chapter).

8 A SHORT HISTORY OF THE TOYOTA CELICA

The Celica made its public debut at the 1970 Tokyo Motor Show. Toyota's new coupé came at a time when the ways of the West were being welcomed with open arms in Japan. However, it was designed not only to ape American Pony cars, but to satisfy the needs of enthusiasts in the States and Europe.

The Celica first came to Europe in mid-1971, equipped with a 1.6 litre four-cylinder engine. A little while later, the popular Liftback series was announced with 1.6 and two-litre engines, going on sale in Japan from April 1973. For a while at least, the Liftback remained unique to the home market (it being exported in the 1976 Model Year), but already the First Generation Celica had undergone a number of changes and gained some favourable results in both domestic and overseas competitive events.

At the end of 1975, Win Percy was declared the winner of the 1600 Class of the British Saloon Car Championship (forerunner of the BTCC); after a highly successful season he

retained the title in the following year. In the World Rally Championship, the 2000GT took second place on the 1976 Rally of Portugal and the 1977 RAC Rally.

In the meantime, *Motor Trend* in America voted the 2.2 litre Celica 'Import Car of the Year' in 1976, and over one million First Generation cars had been sold by the time they were replaced in August 1977.

The new models were larger than their predecessors. Once again, the Celica was made available as a coupé or a Liftback, and there were a large number of engine, transmission and trim options. By April 1978, the first Celica XX (or Celica Supra) had made its debut as a Celica Liftback with a longer nose and straight-six engine.

In July 1981, the Third Generation Celicas were announced, with sharper lines that reflected the contemporary fashion. Alongside them was an attractive Second Generation Celica Supra, using the same formula as the previous model - a larger power-unit and extended nose section.

As well as the first official Celica Convertible, a number of exciting packages came out of this series of cars, especially as Toyota made a more serious attempt on the World Rally Championship. With a string of second, third and fourth places for the Second Generation models, it was the Third Generation coupés that chalked up the first of many WRC victories for the Celica - seven in all by the end of 1986.

The old Celica Supra was sold in the UK until May 1986, when it was replaced by a new distinct model, not linked to the Celica in any way. With the Celica, Supra and MR2, Toyota was now the only manufacturer to offer three sports cars alongside a full range of saloons.

Announced in August 1985, the Fourth Generation Celica gained an all-new body and, for the first time on a Celica, front-wheel drive. It came with a two-litre 16v engine for the European market, and quickly gained a reputation for fine handling and balance. The new Celica also brought the company an immense amount of publicity through its success in the field of motor sport, rallying in particular. Indeed, the GT-Four took the flag at no less than 13 WRC events in its illustrious career, and gave Carlos Sainz the Drivers' Championship in 1990 and 1992.

The Fifth Generation Celica made its public debut at the Frankfurt Show in 1989, going on sale in Europe during the early part of 1990. The press release noted: "The New Celica was developed on the basic concept of creating a car to satisfy the desires of fashion-conscious individuals, providing futuristic features in style and ride." The GT-Four model would go on to give Toyota its first WRC title in 1993.

Meanwhile, in October 1993, Toyota introduced the Sixth Generation Celica coupé. The GT-Four followed at the beginning of 1994, the year in which the Celica won the World Rally Championship for the second time, and the Fourth Generation Celica Convertible was launched.

Now the time has come to introduce its long-awaited replacement, a lighter, more aggressively-styled Seventh Generation model that promises to reward the enthusiastic driver with a very responsive drive.

August 1999

TOYOTA CELICA TECHNICAL SPECIFICATION

CELICA GT/CABRIOLET TECHNICAL SPECIFICATION		
Engine	Type	16 valve, DOHC, four cylinder, 5 bearing crankshaft, aluminium alloy cylinder head, transversely mounted
	Capacity	1998 cc
	Bore and stroke	86 x 86 mm
	Compression ratio	10.3:1
	Maximum horsepower	168bhp (125kW) @ 7000rpm
	Maximum torque	137lb ft (186Nm) @ 4800rpm
	Fuel system	Electronic multi-point fuel injection
Gearbox	Transmission	5 speed manual all synchromesh
Performance	Maximum speed	137mph (220kmh)/134mph (215kmh)
	0-60mph	7.9 secs/8.5 secs

Fuel consumption (93/116/EEC)	Urban cycle	23.0 mpg (12.3l/100km)
	Extra urban	38.7 mpg (7.3l/100km)
	Combined	31.0 mpg (9.1l/100km)
	Fuel type	Unleaded only
	Tank capacity	60 litres (13.2 gallons)
Dimensions	Overall length	4425mm/4495mm
	Overall width	1750mm
	Tyre size	205/55 VR15
	Kerb weight	1220kg/1295kg
Boot capacity	Rear seats up	283 litres (10.0 cu ft) VDA/ 192 litres (6.8 cu ft) VDA
Turning circle	(tyre)	11.2 m
Brakes		Front and rear discs. ABS
CELICA ST/SR TECHNICAL SPECIFICATION		
Engine	Type	16 valve, DOHC, four cylinder, 5 bearing crankshaft, aluminium alloy cylinder head, transversely mounted
	Capacity	1762 cc
	Bore and stroke	81 x 85.5 mm
	Compression ratio	9.5:1
	Maximum horsepower	114bhp (85kW) @ 5800rpm
	Maximum torque	114lb ft (155Nm) @ 4800rpm
	Fuel system	Electronic multi-point fuel injection
Gearbox	Transmission	5 speed manual all synchromesh
Performance	Maximum speed	124mph (200kmh)

	0-60mph	10.0 secs
Fuel consumption	Urban cycle	26.6mpg (10.6l/100km)
	Extra urban	44.1 mpg (6.4l/100km)
	Combined	35.8 mpg (7.9l/100km)
	Fuel type	Unleaded only
	Tank capacity	60 litres (13.2 gallons)
Dimensions	Overall length	4425mm
	Overall width	1750mm
	Tyre size	195/65 R14/205/50ZR16 (SR)
	Kerb weight	1170 kg
Boot capacity	Rear seats up	283 litres (10.0 cu ft) VDA
Turning circle	(tyre)	11.2 m
Brakes		Front and rear discs. ABS

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TOYOTA CELICA SPECIFICATION BUILD UP

EQUIPMENT	GT	CABRIOLET	ST	SR
Front & rear disc brakes	●	●	●	●
Anti-lock brakes	●	●	●	●
Twin airbags	●	●	●	●
Front and rear fog lamps	●	●	●	●
Power-assisted steering	●	●	●	●
Tilt adjustable steering column	●	●	●	●
Three spoke steering wheel	●	●	●	●
Side impact beams	●	●	●	●

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Variable intermittent wipers	●	●	●	●
Rear wash/wipe with intermittent facility	●	-	●	●
Digital quartz clock	●	●	●	●
Tachometer	●	●	●	●
Water temp gauge	●	●	●	●
Oil level and pressure warning lights	●	●	●	●
Electric sunroof or air-conditioning	●	air con option	●	Air con std
Electric windows	●	●	●	●
Tinted glass	●	●	●	●
Remote central locking	●	●	●	●
RDS stereo radio cassette	● (6 speakers)	● (6 speakers)	● (4 speakers)	● (4 speakers)
Electric aerial	●	●	●	●
Sports seats with squab height adjuster	●	●	●	●
50/50 split folding rear seat	●	-	●	●
Cigar lighter	●	●	●	●
Remote boot and fuel flap release	●	●	●	●
Remote alarm and immobiliser	●	●	●	●
Alloy wheels/locking wheel nuts	●/●	●/●	Option/●	●(16 inch)/●
Electrically heated external door mirrors	●	●	●	●
Halogen headlamps with levelling facility	●	●	●	●
Leather seats	-	●	-	-
Headlamp washers	●	●	●	●
Rear spoiler	●	-	Option	●
Single disc CD or CD autochanger	Option	Option	Option	● single disc