

This press pack accompanied the UK launch of the first generation MR2 in 1985. The model underwent some changes during its time on sale and these can be tracked using the Timeline feature on the first generation MR2 archive web page. Additional assets and information relating to the MR2 range can be obtained from the Toyota press office.

1985

TOYOTA

press information.....

MR2 - TOYOTA'S NEW NUMBER ONE

Probably no Toyota has been more widely awaited by the British motoring Press and public alike than the new mid-engined MR2 launched on the UK market today. After an astoundingly successful debut in Japan, where the order take for the new model promptly reached twice the targeted figure and still shows no signs of slackening, the car has attracted enormous attention and advance orders around the world.

At its first exhibition showing outside Japan, at the British Motor show last October, interest in the car was intense, and the coverage given to it - as a car only coming on the market six months later - was remarkable.

The MR2 is significant for three reasons. It is the car which could finally establish Japan not just as a volume car maker, but as an advanced-engineering car-maker nation as well. It heralds the return of the out-and-out two-seater sports car after its near-demise during the 1970s. And it brings high-performance two-seater motoring within the purchasing range of more drivers than any vehicle since the heyday of the beloved MG Midget and frog-eye Sprite.

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The MR2 is a radically new, unique vehicle, engineered from scratch - but largely employing existing components which are widely used in other vehicles. It is Toyota's and possibly Japan's first mid-engined car - and it is the third Toyota sports car to be powered by the highly-acclaimed 4A-GE 16-valve 1587 cc engine. The 4A-GE already propels the highly successful Corolla Coupe GT, which dominates British Group A rallying, and the new FWD Corolla GT.

Contrary to widespread rumour, the MR2's engineering is entirely in-house Toyota. It has outstanding aerodynamics (a Cd of 0.34) thanks to airdam, concealed headlights and two rear spoilers, one at the rear, one above the rear window. It has superb handling balance, thanks to strong anti-roll bars, and four low-pressure gas dampers within MacPherson strut type independent suspension, both front and rear. It has commendable fuel economy thanks to its small frontal area and the efficiency of its electronic injection engine. Steering is very precise rack and pinion, without power assistance, and the car clings to the road whatever the directional pressures thanks to Toyota's own anti-dive, anti-lift, anti-squat geometry developed by suspension engineers at the company's Higashifuji Test and Research Centre near the famous volcano.

Large disc brakes, ventilated at the front, provide outstanding braking, aided by a seven-inch vacuum booster. Audible pad wear tell-tales are standard.

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The quietly styled 5.5J alloy 14-inch wheels are shod with low-profile 185/60-series radials from Europe fitted as factory originals. Although certain other markets take the MR2 with a skinny "get you home" spare wheel, in Britain there will be a standard spare wheel.

The MR2's interior is compact and sporty, with driver and passenger sitting in deep individual cells separated by a high central tunnel and console. Interior equipment includes analog dash (bar the digital clock); high-backed, body-hugging seats and short, stubby but very precise cable-operated shift and hand-brake lever. Removable moonroof, hi-fi audio, tinted glass and carpet from the front bulkhead right up to the back window mean that no MR2 driver or passenger will go short of creature comforts.

There is very limited luggage space under the low, sloping bonnet along with spare wheel, jack, tool kit and washer bottle. There is however a handy little "boot" behind the mid-located engine with enough space for small suitcases, sports bags or a set of golf clubs.

Of necessity, safety features highly on the MR2, with laminated screen, inertia-reel belts, fail-safe braking and no fewer than four bulkheads (two front, two rear) for great rigidity and passenger cell safety.

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However, the heart of the MR2 is undoubtedly the 4A-GE engine, tuned up to 122 bhp at 6600 rpm with a peak torque of 104.8 lb ft at 5000 rpm. Mounted transversely between passengers and rear axle, the engine propels the MR2 to speeds around 120-125 mph, with acceleration figures to match. However, careful baffling and other acoustic engineering means that sound levels within the car are commendably low.

Automatic choke, transistorised ignition, big oil cooler and radiator up front ahead of the suspension and an electric fuel pump located at the 9-gallon fuel tank are among the MR2's other specifications, as are no fewer than three thermostat- controlled cooling fans. Power passes through a 5-speed all-synchro box via independent drive shafts to the rear wheels.

In fact the MR2's engine/transaxle assembly is virtually identical with that of the just-announced front-wheel-drive Corolla GT, but just moved en bloc to the rear, minus the steering.

"Rarely if ever have we been so totally confident about a new Toyota model as we are about the MR2", declared Toyota GB's National Sales Manager, Mike Copeland. "It is an exciting car which we feel will add lustre to our entire product range. It combines speed with safety, performance with fuel economy. It also shows that Toyota engineering can match that of any other nation. We are convinced it will be a great success in the UK and worldwide."

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MR2 SPECIFICATION

Engine

Model	4A-GE
Type	Four-cylinder in-line, water cooled, 16-valve dohc, East-West mid-mounted rear wheel drive
Bore and stroke	81mm x 77mm
Capacity	1587 cc
Compression ratio	10:1
Max power DIN	121.9 bhp
@	6600 rpm
Max torque DIN	104.8 lb ft
@	5000 rpm
Fuel system	Electronic fuel injection
Battery	50 Ah
Alternator	60 Amp
Fuel capacity	9 gal

Transmission

Type	5-speed synchromesh
Make	Toyota

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Transmission (cont)

Ratios	1st	3.166
	2nd	1.904
	3rd	1.310
	4th	0.969
	5th	0.815
	Reverse	3.250

Clutch	Hydraulic
Diameter	8 in
Final drive	Hypoid bevel
Ratio	4.313:1

Suspension

Front	MacPherson struts, coil springs, anti-roll bar
Rear	MacPherson struts, coil springs, anti-roll bar
Shock absorbers	Gas filled front and rear

Steering

Type	Rack and Pinion
Ratio	18.0:1

Brakes

	Front and rear disc (front ventilated), dual circuit, servo-assisted.
Diameters	Front 9.6 in Rear 9.5 in

<u>Wheels</u>	5.5 JJ Alloy
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<u>Tyres</u>	185/60 HR 14
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Dimensions

Wheelbase	91.3 in (2320 mm)
Track, front	56.7 in (1440 mm)
rear	56.7 in (1440 mm)
Overall length	154.5 in (3925 mm)
width	65.6 in (1665 mm)
height	49.2 in (1250 mm)
Ground clearance	5.5 in (140 mm)
Turning circle	31.5 ft (9.6 m)
Kerb weight	2150 lb (975 kg)
Towing capacity	
braked trailer	2205 lb (1000 kg)
unbraked	882 lb (400 kg)

DoE fuel consumption, mpg

Urban cycle	34.9
Constant 56 mph	47.1
Constant 75 mph	36.7

Performance (Manufacturer's figures)

Acceleration, 0-60mph	8.1 sec
Maximum speed	124 mph

PRICES (Subject to confirmation)

	<u>Basic</u>	<u>Car Tax</u>	<u>VAT</u>	<u>Total</u>
	£	£	£	£
MR2				

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