1981 CELICA BY TOYOTA
CELICA. THE ULTIMATE TOYOTA.

Toyota Celica for 1981 is more than an advanced design concept, more than a world class automobile brought to still another pinnacle of performance. The 1981 Toyota Celica must be experienced to be appreciated fully. You must come alive and feel it at one with Celica. It's the one car with one response - one urge, one excitement.

Toyota Celicas - high-quality Sport Coupe, aerodynamic GT Liftback, and the most remarkable new Celica of all - the Celica GT Liftback. The Celica GT Liftback is free you from the ordinary by its very appearance.

Their robust performance, their quality and engineering excellence, their superb ride and handling, new heights of driving pleasure, if you are near a Celica, you will want to drive the model of your choice. Experience new awareness of crisp handling, comfort, stability, and interior comfort and convenience for beyond what you know. Something else you may never have experienced before: adorning the Celica's sleek lines is a custom look and feel.

If you are revealing the Celica, you'll appreciate the many subtle improvements and significant advancements. Including better than ever fuel economy that makes the Celica performance. In short, you'll find Celica a driving experience that is second to none.
CELICA SUPRA, PERFORMANCE WITH STYLE AND LUXURY.

For 1981, Celica Supra incorporates a host of comfort, styling features and driving delights that will be welcomed by even the most sophisticated motoring aficionado. For example, the new in-line 6-cylinder engine delivers responsive performance and with greater torque and horsepower. Supra's new 2.8-liter single overhead cam engine for 1981 promises increased operating efficiency than before.

To make the most of this outstanding powerplant, Supra gives you a choice of a 4-speed manual transmission. Or you can choose Supra's 4-speed automatic overdrive transmission. Both transmissions offer a high gear to help reduce engine wear and increase fuel economy. Supra also gives you the comfort of 3-spoke steering wheels, and the optional stopping ability of power-assisted 4-wheel disc brakes.

Now for 1981 is Supra's exclusive "Super Performance Package" option available in black finish, featuring three-chamber ldc suspension for improved handling and aerodynamics. Includes fine-tune performance shocks and springs, seemingly white tires, and functional hood and decklid vents. Personalize your 1981 Supra with the available styling accessories.

If Celica is the ultimate Toyota, then Supra is surely the ultimate Celica.
THE CELICA SUPRA. SEE THE LUXURY, FEEL THE COMFORTS, HEAR THE CONCERT-HALL SOUND, AND ENJOY IT ALL TO THE FULLEST.

Toyota spared no effort to make Celica Supra's interior refinements meet with your approval. For 1981, Supra's form-fitting bucket seats are tailored in a luxurious textured vinyl cloth, or in available glove-soft leather. There is Supra's cushioned tilt steering wheel. The fully-padded instrument panel. A digital quartz clock. Of course, air conditioning is built-in. Also, designed into Supra is a remarkable solid-state electronic AM/FM/MPX stereo radio with digital station read-out and 4-speaker output. Also available: an auto-reverse stereo cassette.

A stereo graphic equalizer/amplifier Sound Package. Celica Supra also offers an available Convenience Package that includes Cruise Control, automatic temperature control, air conditioning, power locks and windows, and more. Celica Supra. In the small world of true Gran Touring-type personal luxury automobiles, it is, simply, the obvious choice.
For 1981, the Celica GT Liftback not only shows off a bold new stance from road wheels to rooftop, but it also heralds the arrival of a brand new powertrain. Based on the proven dependability and performance of previous designs that helped make Celica a leader in the sporty-car field, this exciting new performance package includes a 2.4-liter 4-cylinder SOHC engine with higher horsepower and torque ratings than in last year’s Celica GT. It is engineered to deliver even more of Celica’s traditional blend of performance and Toyota Total Economy.

This new engine is teamed with a silky-smooth 5-speed overdrive transmission, or with optional 4-speed automatic overdrive, for smooth engine revs in top gear for reduced engine wear and fuel. Cruise Control is available with either transmission.

Underneath, the secret behind Celica’s performance: MacPherson strut front suspension, front and rear sway bars, steel-belted radial tires, and power-assisted front disc/rear drum brakes.

The 1981 Celica is destined to continue its reign as America’s favorite sporty import.
It is difficult to improve on perfection; for after all, the Celica GT Liftback has already earned a reputation as an outstanding automobile. Indeed, it has led the way year-after-year in furthering the sporty-car concept among car lovers everywhere.

But one glance at the 1981 Celica GT Liftback’s sleek, wind-slicing contours tells you that there is something special, something a world apart from its many imitators.

Completing the Liftback’s lean, clean lines for 1981 are the four rectangular headlights, with tungsten-halogen lamps that reveal more roadway at night.

There, too, you’ll find the aerodynamically-designed sail-type outside mirrors; distinctive brushed aluminum side pillars that artfully conceal fresh-air intakes; and the Liftback’s new styled steel wheels.

All uniquely Celica. And all standard, of course.

Want to personalize your Liftback? Sporty raised white letter tires are available with one of the gleaming new two-tone paint combinations, or you can choose a sliding sunroof.

In truth, there are very few options for Celica GT Liftback.

It is so complete a driving machine, so close to the ideal personal luxury car there is little that can be added to improve on its performance or on its stylish lines.

But there’s a lot more than meets the eye.

Turn the page for the inside story.
Celica GT for 1981 is a personal experience. Feel the comfort of the padded steering wheel, and the way your bucket seat adapts to your driving style—slide it forward or back, tilt it up or down. Adjust the lumbar support for your back from firm to soft, until it’s just right. That’s comfort, wrapped in your choice of cloth or knitted vinyl upholstery. The fully-reclining bucket seats make long-distance travel a joy. And there is Celica’s power-boosted Flo-thru ventilation system—with individually adjustable fresh air intakes in the rear compartment— or available air conditioning for year-round comfort for all.

Like any great sports machine, this is your kind of car—a driver’s kind of car. But the Celica GT makes it clear: in today’s automotive world, you don’t have to sacrifice comfort to enjoy the drive.
CELICA GT AND ST SPORT COUPES.
TWO IN TOUCH WITH THE ROAD.

For those sporty-car lovers who prefer a trunk-back body style, but don't want to lose the eye-catching styling that is Celica's, and Celica's alone, here are the 1981 GT and ST Sport Coupes.

The Sport Coupes share virtually every feature of the GT Liftback and, in fact, sport many features found in the 1981 Celica Supra. 5-speed overdrive transmission or optional 4-speed automatic.

overdrive transmission, MacPherson strut front suspension, power-assisted brakes and sure-footed steel-belted radial tires.

Both offer a spacious trunk for your luggage or sports equipment. The ST Sport Coupe, the most affordable Celica of all, features a simulated woodgrain instrument panel with quartz crystal clock and full instrumentation. Of course, you can satisfy your every whim for individuality by adding a full range of Celica options—from sunroof to tape deck to power steering.

If your pleasure is a trunk-back sporty car, nothing comes close to the 1981 Celica GT Sport Coupe—except its running mate, the Celica ST Sport Coupe.

A difficult decision to be sure, but a choice made far easier by the fact that both are quality-built Toyotas.
CELICA FEATURES
A complete list of the 1981 Celica's standard features is charted for your convenience on a following page. All Celicas feature a new 2.4-liter 4-cylinder engine that offers more horsepower and torque—plus greater fuel efficiency.* MacPherson strut front suspension, power-assisted brakes (disc front, drum-type rear) and steel-belted radial tires are all standard. For 1981, Celica GTS sport styled steel wheels with trim rings and quad headlights with tungsten halogen hi-beams. GT models also include AM/FM/MPX stereo radios, with 4-speaker sound. Side-type outside rear view mirrors are standard, with a remote control driver's side mirror on GT Liftback and Sport Coupe. All Celicas have full instrumentation, with oil pressure and coolant temperature gauges, fuel gauge and voltmeter.

CELICA OPTIONS
Your 1981 Celica can be personalized to suit your special driving needs. Check out the chart, then decide. If you'd prefer to have your Celica do the gear-changing for you, you may want to add Toyota's 4-speed automatic overdrive transmission—a proven, gas-saving innovation that Toyota was the first to introduce in America. Or perhaps you'll want to spoil yourself a little with power steering for near-effortless parking. You can dress-up your GT Celica with shiny aluminum alloy wheels or add a rear window shade kit to any Celica to help keep the rear window cleaner and the interior cooler. For all-weather, all-climate comfort, air conditioning is available on all models, as is a sunroof. Or add Celica's stereo Sound Package with electronic digital readout AM/FM/MPX tuner/stereo cassette deck/graphic equalizer/amplifier.

CELICA SUPRA FEATURES
Few automobiles—including those costing many thousands of dollars more—can compare with Celica Supra. The magnificent Supra powerplant is a 6-cylinder electronically fuel-injected masterpiece of precision, is at the forefront. Then, too, consider Supra's 4-wheel power-assisted disc brakes, power steering and tilt steering wheel. For driving comfort, there is Supra's 6-way adjustable driver's seat, air conditioning, and superb AM/FM/MPX electronic radio with digital station read-out and 4-speaker sound. An illuminated entry/exit system lights the way into your Supra at night with the turn of the key in the doorlock. The center console contains an extendable maplight. And, of course, Supra has a full array of instruments set into its padded dash, including a resettable tripmeter.

CELICA SUPRA OPTIONS
The Supra leaves its owner with the pleasure of selecting from a list of available equipment to meet every motoring need. For those who prefer to let Supra do the shifting for them, there is Toyota's 4-speed automatic overdrive transmission. For sun worshippers and romantics, there is Supra's sliding sunroof. Or you could add a stereo tape cassette/graphic equalizer/amplifier Sound Package for studio-like audio control. There are two other exciting packages created exclusively for the 1981 Supra. First there is Supra's Sports Performance Package option with its competition-inspired suspension and unique styling touches. Then there is the Convenience Package with automatic temperature control air conditioning, Cruise Control and other conveniences. Both packages are detailed on the following page.
### CELICA FEATURES

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<td>S-Standard</td>
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<td>5-Speed Automatic Transaxle</td>
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<td>Energy-Saving Drive System</td>
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<td>Electronic Twin-Camera System</td>
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<td>Electronic Auto-Lock</td>
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<td>Power adjustable steering</td>
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<td>Spoke style wheels</td>
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<td>Aluminum alloy wheels</td>
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**Convenience Package** includes Cruise Control, automatic temperature control, power windows, power locks, power mirrors, and more.

**Standard Features** include upgraded interior cameras, power windows, and a power rear view mirror.

### CELICA SPECIFICATIONS

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<td>BRAKES</td>
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**EXTERIOR DIMENSIONS**:
- Overall Length: 175.9 in.
- Overall Width: 68.8 in.
- Overall Height: 59.2 in.
- Tread Width: 53.2 in.

**INTERIOR DIMENSIONS**:
- Headroom, rear: 37.7 in.
- Legroom, rear: 41.7 in.
- Shoulder Room: 55.8 in.

**CURB WEIGHT** (lb.):
- 2490 lbs.

**CAPACITIES**:
- Gas tank size: 16.5 gal.
- Fuel type: Gasoline

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### TOYOTA: THE QUALITY STORY

Quality is a way of life at Toyota.

When your Toyota dealer hands you the keys to your new Toyota, pause for a moment to think about the hundreds of pairs of expert hands and eyes that have conscientiously inspected every detail during its manufacture, shipping, and preparation for delivery.

If your new Toyota seems somehow familiar to you, it may be because you helped design it. The first step in designing each new model is consumer research—finding out what people want in the styling, performance, and features of the vehicles they drive. The ideas and suggestions of thousands of Americans have influenced the design of the Toyota you see in the dealer's showroom.

On the Toyota assembly lines, quality control is all important. Every stage of manufacture each vehicle is tested and inspected. Assembly line workers wear white gloves to keep everything they touch spotless and scratch-free. Workers who come in contact with the finished car body wear clothing without buttons or zippers.

Toyota employees never forget that each vehicle they help manufacture is going to be purchased, driven, and enjoyed by someone relying on Toyota's dedication to perfection.

After the completed vehicles leave the factory, the quality control checks continue. There are at least three more inspections, at the pier in Japan, at the port of entry in the U.S., and at the dealership—all part of Toyota's continuing efforts to ensure complete customer satisfaction.

Toyota's quality story doesn't end with the sale. At more than one thousand Toyota dealers from coast to coast, skilled service technicians—many of whom are specially certified by the National Institute for Automotive Service Excellence (NIASE)—are ready to help keep Toyota owners happy with reliable service.

Toyota parts availability is second to none. The average parts fill rate at Toyota dealers is 95%; that is, 95 out of 100 times the part needed for a Toyota car or truck will be either in the dealer's parts room or readily available from one of Toyota's many huge regional parts warehouses.

You can count on Toyota to deliver quality vehicles, and you can count on Toyota dealers to reflect that quality in the way they do business: their professionalism, the expertise of their service personnel, and the availability of parts for maintenance and repair.

From drawing board to dealership, the name Toyota means quality—as shown by the consistently high levels of owner satisfaction with the quality of Toyota products.*

*But even that remarkable fact isn't the closing chapter in the Toyota quality story. One other important fact remains: Toyota gratifying resale value at trade-in time.

When you buy a Toyota, you're buying a commitment that has made millions of satisfied owners the word over feel good about driving a Toyota.