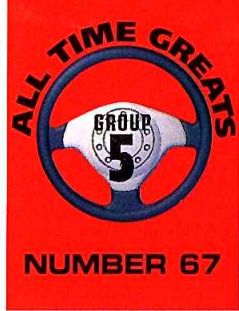




JAPAN 1970-1977

Toyota CELICA



Before the Celica, most Japanese mass-market coupes were simply two-door versions of mundane sedans. The Celica changed all that. It was genuinely stylish, extremely reliable and loaded with extras.

Produced by Toyota Motor Corporation, Toyota, Japan



VITAL STATISTICS

Top speed:	104 mph
0-60 mph:	13.3 sec.
Engine type:	In-line four
Displacement:	1,968 cc
Max power:	97 bhp at 5,500 rpm
Max torque:	106 lb-ft at 3,600 rpm
Weight:	2,430 lbs.
Gas mileage:	26 mpg
Price: (1974)	\$3,499

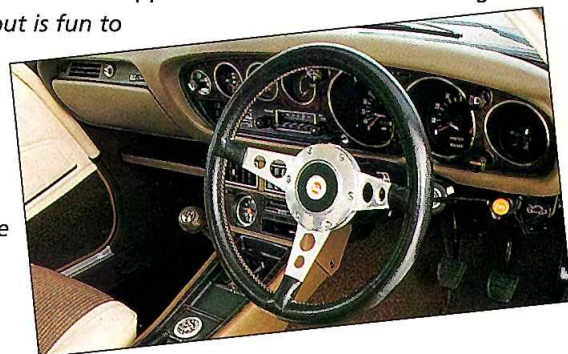


"...a fine-sounding engine."

"Faced with the mass of gauges and controls, your expectations are high. Start the engine and you're not disappointed. This is a fine-sounding

engine that's not especially powerful but is fun to use. The controls—clutch, steering and gearshift—are light, and ride comfort is soft and forgiving. What's more, the performance is quiet and refined. Handling is hardly super taut, but although the Celica is no top-grade sports car, it's a capable coupe."

A racy steering wheel complements the deep-set gauges and body-hugging seats.



Milestones

1970 Toyota launches its all-new Celica brand—a smart coupe based on the Carina sedan—which is available in liftback coupe and notchback coupe styles.



A liftback version was also offered and has even sportier styling than the hardtop.

1971 U.S. imports begin with a 2.0-liter engine model.

1975 In the U.S., engine displacement grows to 2.2 liters to cope with emissions regulations.

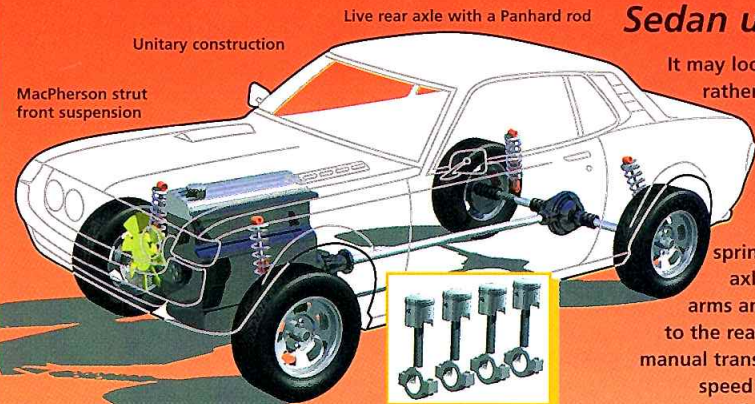


Celicas are still being built but they are now front drive.

1977 The original Celica is replaced by an all-new second-generation series with more angular styling.

VALUE GUIDE	
ORIGINAL PRICE	
1974	\$3,499
CURRENT VALUE	\$400-\$4,000
PRODUCTION TOTAL	1.5 million

UNDER THE SKIN



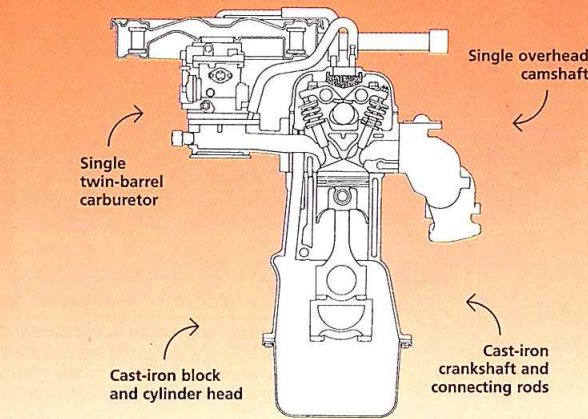
Sedan underpinnings

It may look flashy, but the Celica is rather ordinary underneath. Its chassis and mechanicals are derived from a mid-range sedan. Suspension is by MacPherson struts, an anti-roll bar and coil springs up front, with a beam axle at the rear using radius arms and a Panhard rod. Drive is to the rear wheels via a four-speed manual transmission, although a five-speed or Toyoglide three-speed automatic was optional. GT models also have a limited-slip differential.

THE POWER PACK

Variety of engines

When it burst upon the scene in 1970, the Celica was offered with a variety of in-line cast-iron four-cylinder engines. However, in the crucial US market, a 2.0-liter four with 97 bhp was the only initial choice. In 1975, displacement grew to 2.2 liters but power output remained roughly the same. In Japan, the base engine was a 1.4-liter unit, but most other markets made do with a 1.6-liter that puts out 100 bhp in overhead-valve form or 115 bhp with a single overhead camshaft.



GTs are the most interesting of the first-generation Celicas.

Sporty Celica

If there is a model to choose, the sporty GT tops the list. It boasts a twin-cam engine, improved handling and standard factory alloy wheels. Today, these early Celicas are still underrated as classics, and good examples are reasonably priced.

NOSE TO NOSE Mazda RX-7 • Cosworth Vega • Toyota Celica GT

TOP SPEED	0-60 mph	POWER	WEIGHT	RIVAL CARS
120 mph	9.2 sec.	105 bhp	2,400 lbs.	MAZDA RX-7
112 mph	12.3 sec.	110 bhp	2,639 lbs.	COSWORTH VEGA
104 mph	13.3 sec.	97 bhp	2,430 lbs.	TOYOTA CELICA GT

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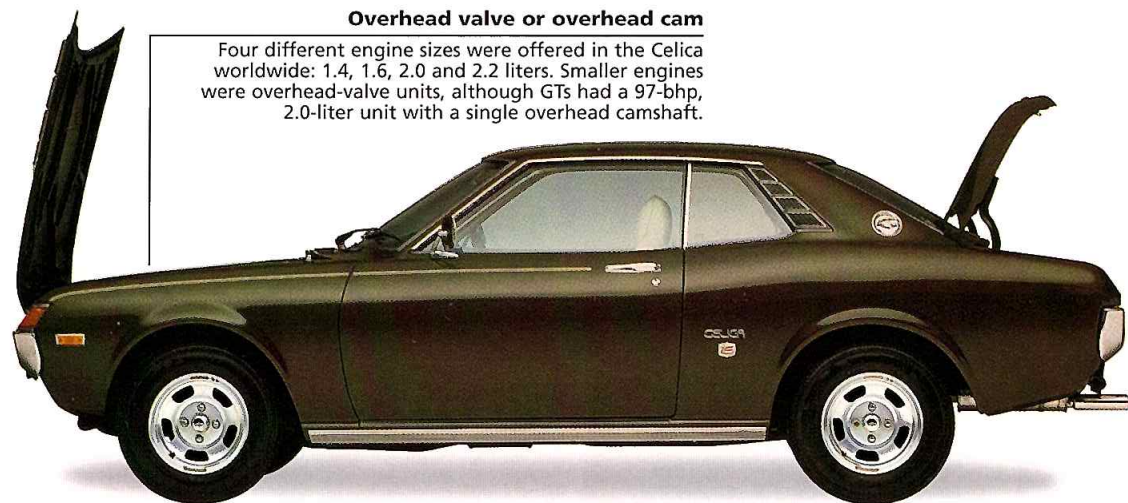
Toyota CELICA



If you wanted a good value, a sharply styled coupe with compact dimensions, good gas mileage and total reliability, the Celica was hard to beat in the early 1970s. Not surprisingly, it became extremely popular.

Overhead valve or overhead cam

Four different engine sizes were offered in the Celica worldwide: 1.4, 1.6, 2.0 and 2.2 liters. Smaller engines were overhead-valve units, although GTs had a 97-bhp, 2.0-liter unit with a single overhead camshaft.



Choice of transmission

A four-speed manual was standard, but a five-speed could be ordered. Synchromesh was fitted to all gears, resulting in smooth and refined shifts.

Two body styles

Early Celicas came as either two-door hardtops or three-door fastbacks with lift-up tailgates. Styling was heavily influenced by U.S. cars of the era, a factor that proved instrumental in its sales success.



Double headlights

The quad headlights mounted in a recessed grill bear a strong resemblance to those found on 1970-1971 Ford Torino Cobras. Early models have distinctive chrome bumpers that lasted until 1973 on U.S. cars.

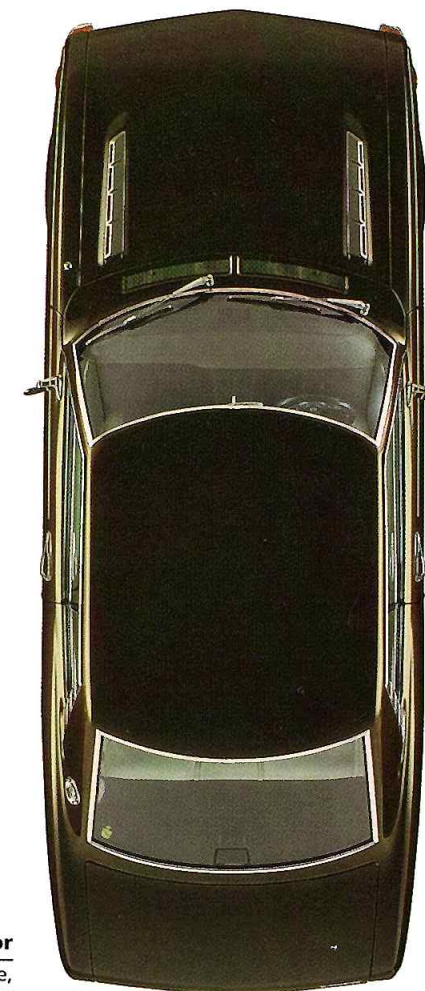
Live rear axle

Like most Japanese cars of this era, the Celica is conservatively engineered. It retains a live rear axle, but it uses coil springs and is located by radius arms and a Panhard rod.



Spacious interior

Unusual for a compact coupe, the Celica has ample room for four and can accommodate a fifth person in a pinch.



Specifications

1971 Toyota Celica GT

ENGINE

Type: In-line four-cylinder
Construction: Cast-iron block and head
Valve gear: Two valves per cylinder operated by a single overhead camshaft
Bore and stroke: 3.37 in. x 3.15 in.
Displacement: 1,968 cc
Compression ratio: 8.5:1
Induction system: Single twin-barrel carburetor
Maximum power: 97 bhp at 5,500 rpm
Maximum torque: 106 lb-ft at 3,600 rpm

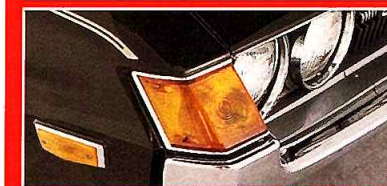
TRANSMISSION

Five-speed manual

BODY/CHASSIS

Unitary monocoque construction with steel two-door coupe body

SPECIAL FEATURES



Large turn signals are housed in the end of the front fenders.



Vents in the hood are an American design feature copied by Toyota.

RUNNING GEAR

Steering: Recirculating ball
Front suspension: MacPherson struts with trailing links, coil springs, telescopic shock absorbers and anti-roll bar
Rear suspension: Live axle with radius arms, Panhard rod, coil springs and telescopic shock absorbers
Brakes: Discs (front), drums (rear)
Wheels: Steel, 13-in. dia.
Tires: 6.45 x 13 in.

DIMENSIONS

Length: 169.2 in. **Width:** 63.0 in.
Height: 51.6 in. **Wheelbase:** 95.5 in.
Track: 51.2 in. (front), 51.4 in. (rear)
Weight: 2,430 lbs