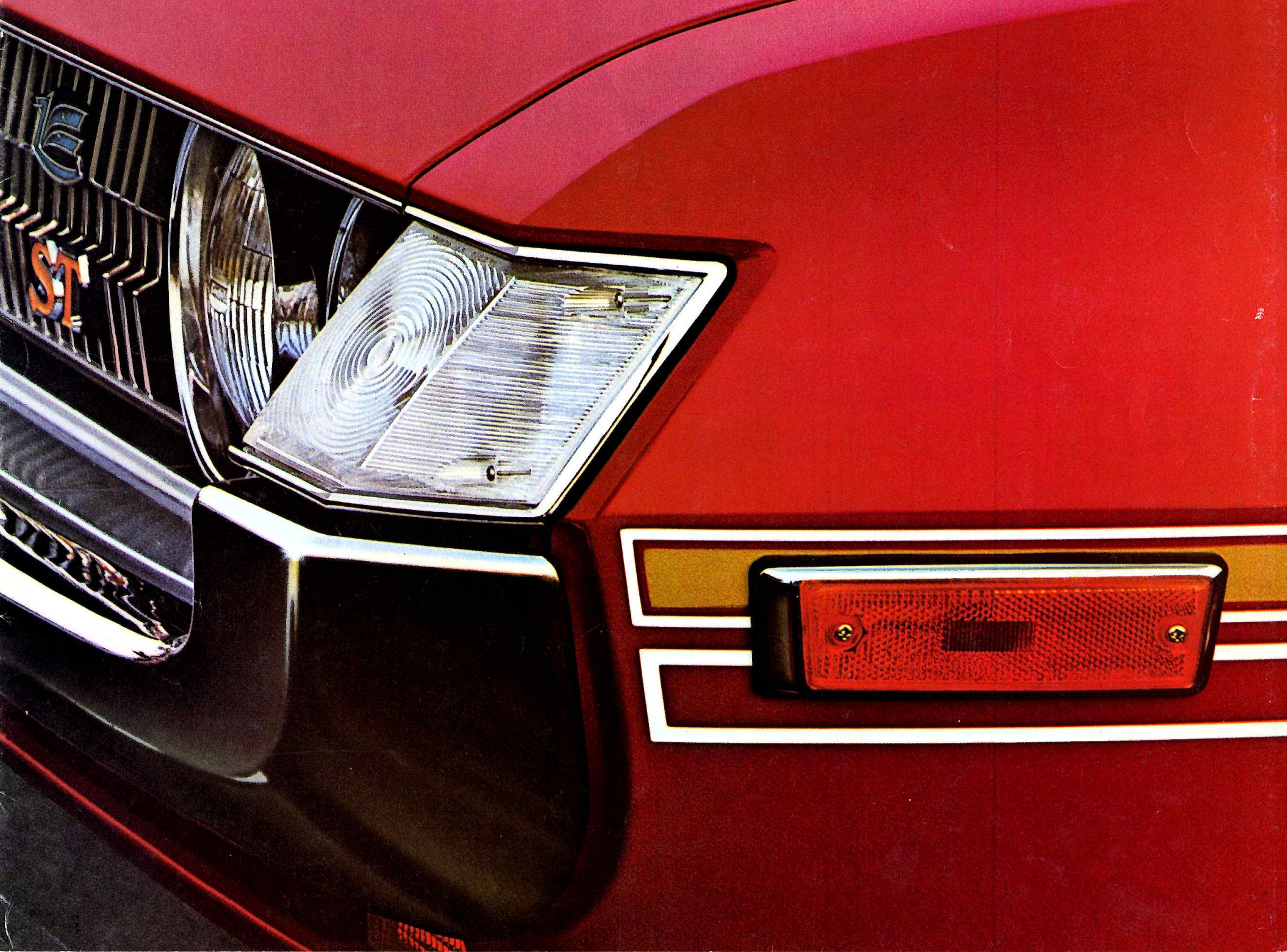


# Celica ST

Toyota



**SOME ECONOMY CAR..!** Most self-respecting economy cars boast of initial low cost and good gas mileage. The exceptional ones point with pride at their ease of maintenance and occasionally, their quality construction. But when you add things like driving comfort, fine finish and styling, you have a rare breed in an economy car.

Toyota has been building economy cars for over 35 years. We've become rather expert with the rare breed.

Meet the Toyota Celica ST.

It's everything you'd expect from one of the world's leading economy car manufacturers. It's reasonably priced, delivers typical economy car gas mileage, and it's got all the quality construction, craftsmanship and styling Toyota has become famous for.

However...







## **IT JUST DOESN'T LOOK LIKE AN ECONOMY CAR.**

The Celica ST looks more like a sports car. Admittedly, standard equipment like radial tires, rally stripes and hood vents add to its sports car look. But, the Celica also tends to behave like a sports car, and its sporty performance comes across in a very un-economy-car-like fashion. Celica's 1968 cc SOHC engine can use low lead gasoline, has five main bearings and zips the Celica along at very sporty speeds. Up front, there's an independent coil suspension system matched with sophisticated MacPherson struts, telescopic shocks, two short locating struts, and an anti-sway bar for better cornering.

In the back, there's a new rear suspension system with four longitudinal links and a lateral track bar, as well as coil springs and telescopic shocks.

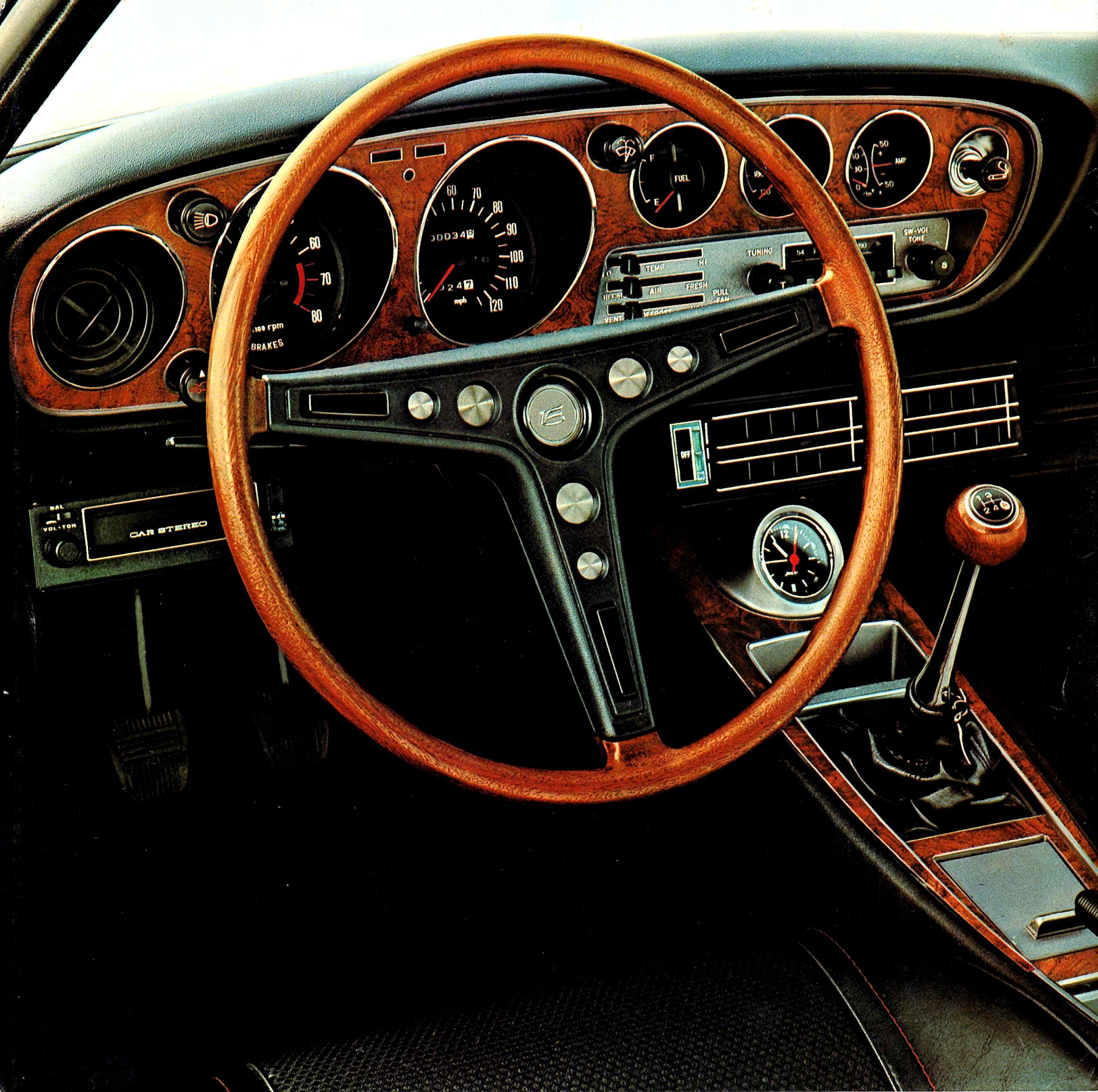
Celica's recirculating-ball type steering and variable gear ratio delivers sharp, responsive steering and allows the Celica to turn a circle only 31.5 feet in diameter.

Unit construction helps to cut down rattles.

And power brakes with front discs help make stopping safe and easy.

Now, add a silky 4-speed transmission with all-synchromesh forward speeds and a list of truly unusual standard features and you have Toyota's rare breed...the Celica ST.





### SOME STANDARD FEATURES..!

Next to Celica's sporty exterior, its most attractive feature is its handsome interior. The wood-like trim, steering wheel and gear shift add a classic touch to Celica's rich upholstery.

Mounted in the deep, padded dash you'll find a glare-reducing instrument panel that includes: an 8000 rpm tachometer; a speedometer with resettable trip odometer; 2-speed windshield wipers and washer; gauges for fuel, temperature, oil pressure; and an ammeter.

You'll also find thoughtful things like a cigarette lighter, heater/defroster, locking glove box, and louvers for the flo-thru ventilation system.

You'll even find a push-button AM radio.

Standard equipment on the Celica also includes an electric clock with a sweep second hand. It's mounted on the wood-like grained console, along with the short-throw 4-speed transmission.

On a Toyota Celica ST, standard equipment means things like: fully reclining bucket seats with integral head restraints; wall-to-wall nylon carpeting; tinted glass all around; an electric rear window defroster; door mounted arm rests; seat belts and all government required safety equipment.

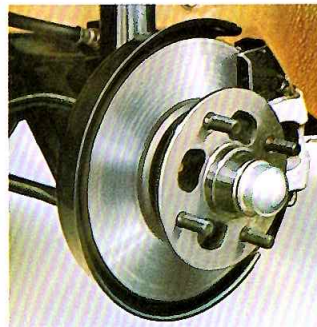
*Some standard features* also means power assisted front disc brakes, a pop-up antenna for the AM radio, sporty wheel covers, a lined trunk, emergency light, tool kit, and the aforementioned rally stripes, hood vents and radial tires.



Push-button AM radio (standard)



Lined trunk with tool kit & touch-up paint (standard)



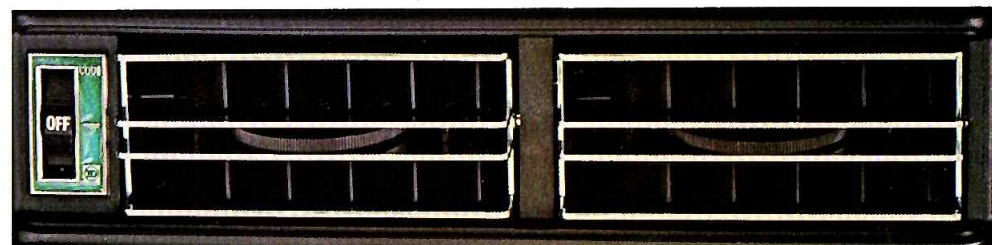
Front disc brakes (standard)



Seat pocket (standard)



Electric rear window defroster (standard)



Air conditioner (optional)



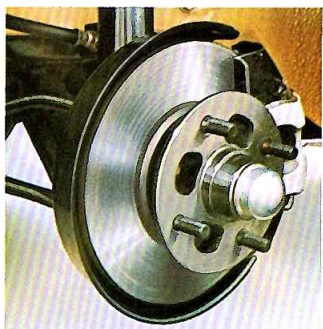
8-track stereo tape deck (optional)



Push-button AM radio (standard)



Lined trunk with tool kit & touch-up paint (standard)



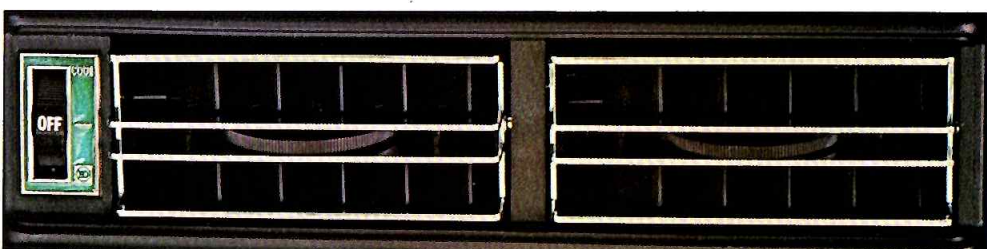
Front disc brakes (standard)



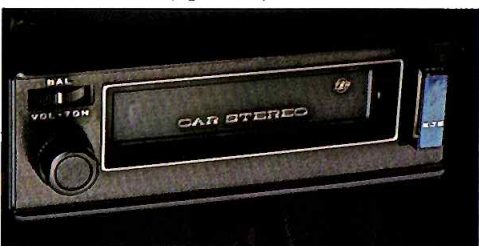
Seat pocket (standard)



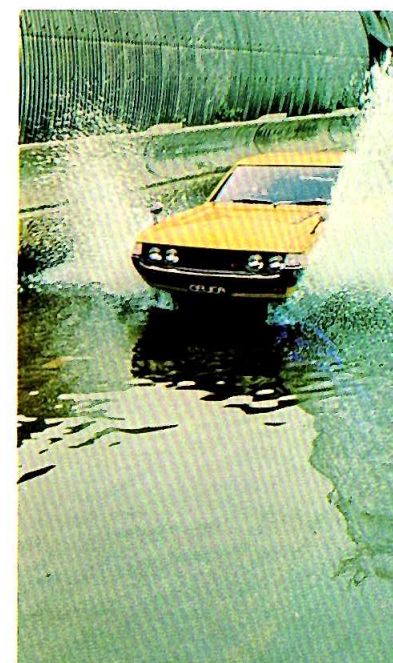
Electric rear window defroster (standard)



Air conditioner (optional)



8-track stereo tape deck (optional)



**WE KNOW OUR CARS ARE GOOD BECAUSE WE DRIVE THEM TILL THEY ARE.**

In the United States, Toyota has enjoyed a tremendous rise in popularity since the first Toyota Corona was introduced in mid-1965.

Partly it's because Toyota builds the kinds of cars Americans want. But partly, it's because of Toyota's insistence on production quality and engineering.

At Toyota's Technical Center, factors of safety, comfort, endurance, styling, and performance are explored and researched before production components start down the line.

Prototype doors are subjected to extensive tests to ensure the reliability of hinges, frames, paneling and locks. In the "cold room," engines must start and heaters operate at temperatures way below zero.

The Celica ST prototype was frozen, drenched, crash-tested, buffeted in wind tunnels, and road tested under various driving conditions. It's been through design, safety and mechanical tests. Checked.

Rechecked. And double checked. Like all Toyotas, by the time you drive it, the Celica's a quality story in motion.

Interior fittings...seats, dashes, headlinings, and carpets in Toyotas are designed for beauty, comfort and safety. The impact-absorbing instrument panel, an interior remarkably free of sharp projections, the dual braking system...are all part of Toyota's standards of safety. Standards that meet the U.S.

Federal Motor Vehicle Safety Standards. Completed cars that come off the assembly line are subjected to tests to make certain they meet Toyota's high standards of quality. Tests of brakes, engine tests, tests for water tightness and lighting equipment tests are made. Exterior finish and paint, interior fittings and finish must pass the examination of trained inspectors. Only when these tests have been passed are Toyota automobiles registered by computer as a totally acceptable Toyota product.



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Fully reclining front bucket seats



Contoured rear seat