

TOYOTA Celica

TOYOTA SPRINGFIELD
1000 N. Rd.
Springfield, Mass. 01109
783-2141



Celica GT

See how much car your money can buy.

5-speed, 2.2 liter, 4-seater. Celica GT.



It's pretty snazzy.

With its new 2.2 liter hemi-head engine and its 5-speed overdrive transmission, it's just about the hottest little Toyota around.

When you're out on the road, the precision built Celica is all business. For under that racy-looking exterior, you'll discover a MacPherson-strut front suspension with an anti-sway bar. A link-and-coil rear suspension. Power front disc brakes. And an air scoop under the front bumper.

And yet, we still don't call the Celica GT a sports car.

You see, we didn't build it for race tracks. We built it for people.

People who need a back seat for their kids. People who are more interested in going past gas stations than every car on the road.

People who want a car that looks like a super-zoomie machine. But doesn't cost like one.



An AM/FM multiplex stereo radio;



Fat radials and styled steel wheels;



A 5-speed transmission;



An 8000 rpm tachometer. All standard.

A variation on a sporty theme. Celica ST.

It's all there.

The same snappy 2.2 liter hemi-head engine. Just about the same curve-hugging suspension system.

Even most of the same standard features. So what are the differences between the Celica GT and the Celica ST?

Instead of a 5-speed, the ST has a standard 4-speed synchromesh transmission. Or, if you wish, an optional 3-speed automatic.

The styled steel wheels are slightly different. So is the detailing.

The radial tires are just a little less fat. And, on the interior, there are brand new fabric seats.

All in all, it's quite a little car for a little less money.



Five mph recoverable bumper with bumper guards.



Styled steel wheels with 165SR x 13 radials.



What the outside promises, the inside delivers.

For openers, the instrument panel and console on the Celica GT and ST are trimmed in rich looking simulated woodgrain.

The steering wheel and shift knob on the GT are wrapped in simulated leather; simulated

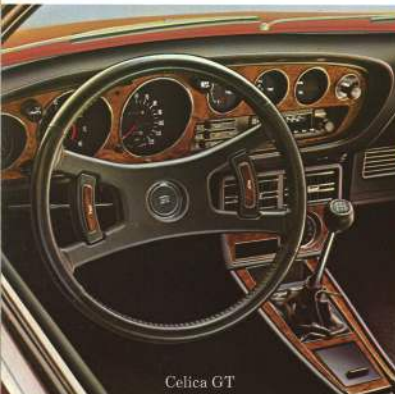
woodgrain style on the ST.

Both have high-back reclining front bucket seats, an AM/FM multiplex stereo, electric clock, 8000 rpm tach, carpeting and rear window defogger.

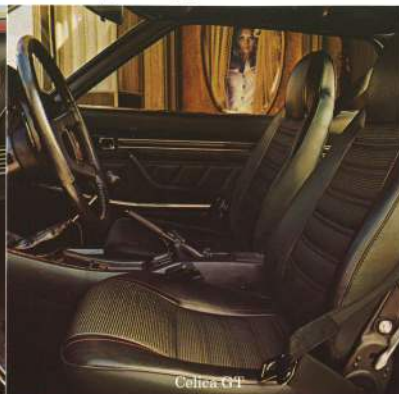
Plus those nice little Toyota

touches like a brake fluid warning light, a locking gas cap and, in the glove box, a little light with a long cord.

A closing note. These aren't extras. They're standard equipment.



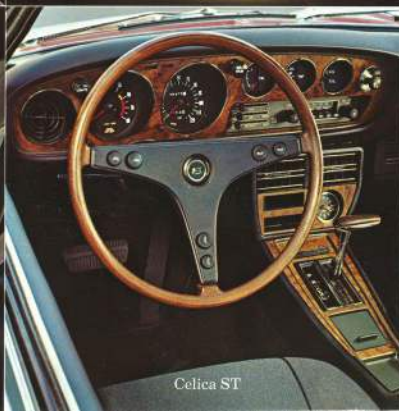
Celica GT



Celica GT



Celica ST



Celica ST

STANDARDS:

- 2.2 liter hemi-head engine
- AM/FM multiplex stereo radio
- Front end spoiler
- Brake fluid level warning light
- Hi-back bucket seats with passenger side walk-in device
- Tinted glass
- Flow-thru ventilation system
- 8000 rpm tachometer
- Separate oil pressure and amp warning lights
- Separate fuel and water temperature gauges
- Electric clock with full sweep second hand
- Electric rear window defogger
- Resettable trip odometer
- Reversible ignition and door lock key
- Tool kit and touch-up paint
- Heater/defroster w/3-speed fan
- Padded armrests
- 2-stage door opening
- Glove compartment light
- Parcel tray below instrument panel (except with air conditioning)
- Wall-to-wall carpeting
- Power front disc brakes
- Unit body construction
- Locking glove compartment
- Padded dash and assist grip
- Day/Night inside rear view mirror
- Recessed interior door handles
- 2-speed washer/wiper
- Simulated woodgrain instrument panel and console
- Inside hood release
- Lockable gas cap
- Styled steel wheels
- Recoverable shock absorbing bumpers with guards

Standard on the GT:

- 5-speed full synchromesh overdrive transmission
- Simulated woodgrain instrument panel and console
- Vinyl-wrapped 4-spoke steering wheel and shift knob
- 185/70 HR x 13 radial tires
- Knit-type vinyl seat fabric
- Molded headliner
- Racing stripes

Standard on the ST:

- 4-speed full synchromesh transmission
- Simulated woodgrain instrument panel and console, steering wheel and shift knob
- 165 SR x 13 radial tires

OPTIONS:

- Air conditioning with 3-speed blower
- 8-track stereo tape system
- 3-speed automatic transmission (ST only)
- Floor mats
- Rear deck luggage rack
- Door edge guards

SPECS:

Exterior Dimensions

Wheelbase	95.5"
Length	171.5"
Width	63.4"
Height	ST: 51.4"
	GT: 51.2"

Tread:

Front	ST: 50.6"
	GT: 51.4"
Rear	ST: 50.6"
	GT: 51.4"

Curb Weights (pounds)

ST	2482
GT	2514

Capacities

Luggage Compartment	5.5 cu. ft.
Fuel Tank	13.2 gallons

Small car specialists for over 40 years.

Chances are, you're thinking about buying a small car, truck this year. Good thinking.

Because today, small vehicles do make plenty of sense. Question is: Which one makes the most sense?

Well, we'd like to point out a few reasons why we believe the answer is Toyota.



Well-made.

We build a Toyota the same way we'd like you to own it.

With pride.

Which is why we inspect engines before and after they go into our vehicles.

When we spot a crooked seam in the upholstery, we stitch it over.

We make sure doors and windows are fitted so they'll stay tight.

We fuse the body into a one-piece unit. So it'll stay in one piece.

In short, we make inexpensive cars. But we don't make them cheaply.



Well-tested.

Every Toyota model goes through extensive design, mechanical and safety tests.

Test vehicles are frozen. Drenched. Buffeted in wind tunnels. Crash-tested.

And road-tested under almost every driving condition imaginable.

Which is just one more reason why Toyota is so popular the world over.

But perhaps the single biggest reason for our popularity is simply: We know what we're doing.

We should.

After all, we've been specializing in small cars for over 40 years.

Well-equipped.

If this is the first time you've looked into a Toyota, be prepared for some pleasant surprises.

Namely, all the surprising extras you don't pay extra for.

Like 5-speed overdrive transmissions on Corolla SR-5, Corona SR-5, Celica GT and SR-5 Sport Truck.

Or the extra-long bed on one of our pickups.

Or air conditioning on the Mark II.

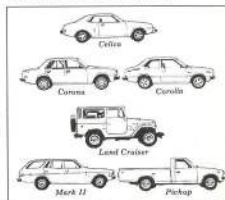
Or roll bars on the Land Cruiser

Hardtop and Vinyl-top.

Or the reclining bucket seats, rear window defogger and power front disc brakes on all car models.

We make things like that standard. Because we figure a vehicle should be well-appointed in the first place.

So you don't have to add expensive options at the dealer's place.



Well-priced.

For 1975, Toyota has a lot of small vehicles to choose from.

Six distinct series.

Inexpensive Corolla models.

Solid Corona models.

Sleazy Celica models.

Luxurious Mark II models.

And an impressive choice of

Pickups and Land Cruisers.

22 models to be precise.

Now we don't know which Toyota

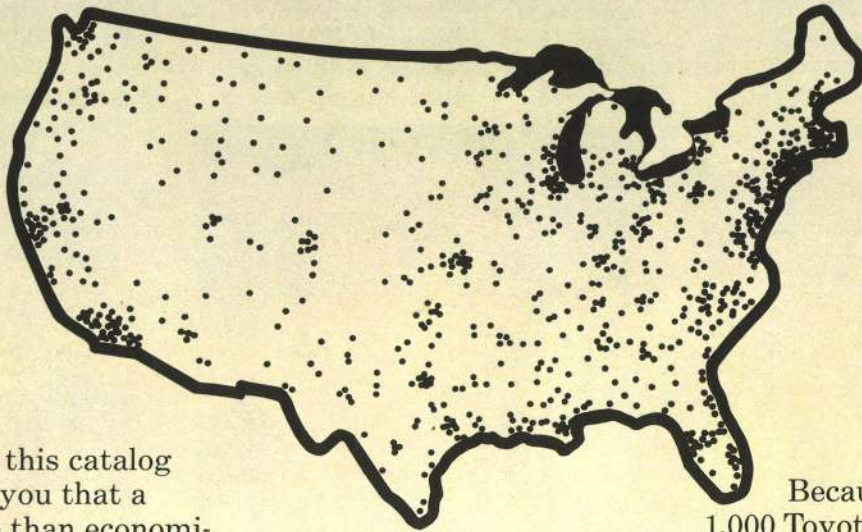
you'll like best.

But we do know what you'll like

best about a Toyota.

The sticker price.

No matter where you go around the country, parts and service are just around the corner.



We hope this catalog has convinced you that a Toyota is more than economical. It's also exceptionally well-made.

In fact, we think every vehicle made by Toyota is so reliable that we offer one of the

longest service intervals in the industry. Six months or 6,000 miles. And when you need that service, you can expect it promptly.

Because there are nearly 1,000 Toyota dealers ready to assist you. In all 50 states.

Thanks for dropping by.

And happy motoring.

See how much car your money can buy.

TOYOTA

Small car specialists for over 40 years.

