

CELICA  
*Cruising Deck*

*"Driving should be fun, and this car screams fun in the sun."*

*Tadashi Nakagawa,  
Chief Engineer*



## **Bayside Cruising Power Chic**

The Toyota Celica Cruising Deck embodies the three key elements of a lightweight high-performance sports coupe designed for the younger set: style, power, and affordability. Based on the new edition of the best-selling Celica, this special model shouts 'fun in the sun.' A cunningly designed open-air rumble seat in the back allows two extra passengers to lap up hot rays as you coolly cruise around town. Or the flat deck space can be used to store luggage. Fitted with a powerful 1.8-liter twin-cam engine that employs an all-new VVTL-i system capable of producing 187 horsepower at 7,600 rpm, sporty 17-inch wheels and tires, plus all-round disc brakes, this vehicle is set to become **the** sports coupe to be seen driving.

## Double Your Pleasure

In a modification of the new Celica coupe, the Cruising Deck concept car features a flat deck created by cutting out the space in the rear hatch. It is separated from the two front seats by a movable partition. This partition can be utilized in two ingenious ways. The rear window electronically rolls down into the partition for storage, then the partition itself can first fold into the cabin to create an extra-long flat deck. This elongated flat area is perfect for carrying surfboards, fishing poles, or other long cargo.

The second metamorphosis of the partition is even more exciting. If the rear passengers want to get some sun, the rear-hinged deck bed can be pulled up to rest upright beneath the rear spoiler. This forms a seat back. After the rear window is stored away within the partition, the partition can then fold back and down onto the exposed under-deck. This creates the seat cushion, and magically, a rumble seat is born!

The rumble seat is an American invention that first came to prominence in the early 1920s with the Ford Model-A. An ingenious method of making the rear of a vehicle into an open-air sports convertible, it enjoyed a revival in the 1970s, and has been a feature of older Celica models at past motor shows. "We decided to bring back the cruising deck one more time," explains Mr. Nakagawa. "It's cool, sporty and a heck of a lot of fun."

Twin headrests attached to the rear spoiler and double seat belts ensure that those sitting in the rumble seat enjoy the same degree of comfort and safety as the driver and front passenger. When not in use, the headrests can be stored away by pivoting them and hiding them beneath the spoiler head.

Another cool element of the design is the rear tail gate, which has been designed to open out sideways rather than downward. To complete the summer cruising image, this model also comes equipped with a hitch to allow you to hook up a trailer to haul water sports equipment.

## Pure Muscle

The Celica Cruising Deck concept car is fitted with a 1.8-liter aluminum-block engine, which uses a VVTL-i system capable of producing 187 horsepower at 7,600 rpm.

The newly developed powertrain combines continuously variable valve timing with valve lift that adjusts in two stages depending on engine speed. The result is fat torque in the low-to-mid-rpm range, plus a powerful response at higher revs. With a compression ratio of 11.5:1, the system provides an exceptional blend of power, fuel economy and reduced emissions—not to mention excellent driving.

The Celica Cruising Deck concept car is front-wheel drive, and boasts a 6-speed manual transmission that makes the very most of the engine's sporty characteristics. The first five gears are closely linked in terms of their gear ratios, while the sixth gear is designed to reduce noise and improve fuel consumption during high-speed driving.

Supporting Company:

Toyota Technocraft Co., Ltd.