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WHAT'S NEW

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TOYOTA
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2013 RAV4

When the RAV4 was first introduced to the North American market in 1996, it made a big impression as one of the first compact, crossover SUVs, blazing a trail that many other manufacturers would follow. For 2013, the fourth generation RAV4 hits the streets with a complete redesign, inside and out. With dynamic and strong styling cues, a bold, high quality interior, enhanced, fun-to-drive handling attributes and a wealth of versatile features, the 2013 RAV4 is set to make even more big impressions.



2013 RAV4 Limited

KEY FEATURES

- Dynamic exterior and interior styling
- Standard Display Audio with integrated backup camera
- Eight standard airbags
- Adjustable power liftgate (Limited)
- Dual Zone Automatic Climate Control (XLE and Limited)
- Heated front seats (Limited)

KEY SELLING POINTS



IMPRESSIVE AND DYNAMIC EXTERIOR STYLING

Dynamic and strong . . . words that could be used to describe the boldly restyled 2013 RAV4. Noticeable immediately on the front:

- New fascia
- New grille
- Newly designed projector-type four-beam headlamps

Together these project not only the face of Toyota, but also that of boldness and strength. These design features are followed by a sleek silhouette, which displays:

- Prominent wheel arches that appear chiseled from the body
- Tireless rear lift gate
- Cabin now boldly tapers toward the rear, which gives RAV4 the appearance of a wide stance
- Reduction in coefficient of drag: 0.329 vs. 0.334



BOLD, HIGH QUALITY INTERIOR AND SPACIOUS REAR SEAT

The theme of strength and enthusiasm continues in the newly designed interior, with an instrument panel that emphasizes the horizontal axis and features soft padding and materials that convey a sense of premium quality. RAV4's interior design stands out in a number of ways:

- Asymmetrical design of the dash clearly identifies the driver's side with silver ornaments on the instrument panel
- Front passenger enjoys a carved out design, which creates a sense of spaciousness
- Rear seat passengers will enjoy the adoption of thinner front seatbacks, which contribute to a 1.7 in. increase in knee room in the rear seating area

KEY SELLING POINTS



VERSATILE, PREMIUM FEATURES

Potential buyers will find the 2013 RAV4 well appointed with standard features as well as offering a host of options:

- Push-button adjustable power rear liftgate with height memory (Limited)
- Dual zone automatic climate control with pollen filter (XLE and Limited)
 - Provides independent controls for the driver and passenger – there's even a console-mounted switch to turn off pollen filtering
- 60/40 split, reclining, fold-flat second-row seats

RAV4 doesn't disappoint when it comes to technology, offering a myriad of integration capabilities including standard *Bluetooth*^{®1} wireless technology, auxiliary and USB inputs for iPod^{®2} and MP3 players and steering-wheel-mounted audio and *Bluetooth*[®] hands-free phone controls. Plus, optimized sound damping materials have been placed in RAV4's floor panel, deck, side trim and back door to help maximize listening enjoyment on any of RAV4's standard or available head units:

- Display Audio with 6.1-in. touchscreen and integrated backup camera with guidelines³
- Optional Display Audio with Navigation and Entune™ (XLE and Limited)
- Optional Display Audio with Navigation, Entune™, and JBL[®] GreenEdge™ Speaker System (Limited)



LARGE, VERSATILE CARGO SPACE

Customers shopping a vehicle of this type will, no doubt, be interested in cargo space, and RAV4 delivers. The size of the cargo space, with the rear seats folded down, has been increased to a now segment leading 73.4 inches.⁴ This is impressive because even though the spare tire is located beneath the cargo floor, Toyota still managed to carve out additional cargo space. Customers will also enjoy hidden deck boxes surrounding the spare tire for secure storage.

- Cargo capacity increase (behind the first row):
73.4 in. vs. 73.0 in.
- Cargo capacity increase (behind the second row):
38.4 in. vs. 36.4 in.
- Liftgate vs. swing-type door



KEY SELLING POINTS



ATTRACTIVE FUEL ECONOMY

The new 2013 RAV4 benefits from a number of enhancements aimed at conserving fuel around town and on the highway. A power generation load control has been added:

- When battery is fully charged, reduces the load of the alternator, improving low-speed acceleration
- When the battery doesn't have enough charge, the load of the alternator increases, effectively recharging the battery

Improved Acceleration and Efficiency

RAV4 also features a 6-speed automatic transmission, replacing the 4-speed in the outgoing model, which features a wider gear ratio range in order to optimize the power and torque of the engine during both acceleration and at highway cruising speeds. It also includes new control software that offers these benefits:

- More efficient operation accelerating from a stop
- Quicker and smoother transmission shifts
- Additional gears seem nearly transparent to customers that are used to a transmission with fewer gears
- Reduction in transmission weight by nearly 7 pounds

ECO Driving Mode

Customers will also appreciate the thoughtful addition of an ECO drive mode, which further enhances economy by regulating air conditioning and heat operation, and the moderation of the throttle opening by up to 20 percent, helping the driver regulate engine output.



FUN TO DRIVE

Although the platform of the current RAV4 carries over to the 2013 model, improvements have been made in numerous areas to enhance both ride comfort and driving dynamics:

- Body structure reinforced with additional spot welds, increasing torsion rigidity
- Optimization of the spring rates and shock absorbers of the MacPherson strut-type front suspension and double wishbone-type rear suspension, enhancing dynamics



New and Improved Transmission

Drivers will also enjoy the new sequential shiftmatic 6-speed transmission, which affords manual-like control of the transmission. Additionally, RAV4 features a selectable drive mode switch, which permits drivers to choose between Normal, Sport and ECO, tailoring the driving experience to their specific needs.

Active Torque Control System

RAV4 features a sophisticated, high-speed interactive management system which coordinates control of the RAV4's new Dynamic Torque Control AWD, Vehicle Stability Control (VSC) and Electric Power Steering (EPS) systems to enhance the compact SUV's performance, handling and safety.

The new Dynamic Torque Control AWD system continuously monitors and controls the torque transfer between the front and rear wheels via an electromagnetically controlled coupling positioned in front of the rear differential.

Front to rear torque distribution can vary from 100:0 to 50:50, with front-wheel drive (100:0) automatically engaged under normal driving conditions to improve fuel consumption.

The Dynamic Torque Control AWD system uses information sent from various sensors (speed, steering angle, throttle angle and yaw rate) to automatically govern the transmission of torque to the rear wheels, as required.

KEY SELLING POINTS

AWD Driving Modes

RAV4 AWD driving modes:

- Normal
- Sport
- Lock

For added security while braking, RAV4 automatically disengages all AWD operation in order to maximize the effects of its standard Anti-lock Brake System, Electronic Brake-force Distribution, Brake Assist and Enhanced Vehicle Stability Control.

Normal Mode

In Normal mode - when neither Sport mode nor Lock mode are activated - torque transfer to the rear wheels will take place not only when the slip is detected (as in the third generation RAV4), but also when the system detects understeer during cornering on-road. As a result, the overall agility and driving performance of the new RAV4 is enhanced during driving.

Sport Mode - New

When all new Sport mode is selected, torque transfer to the rear wheels will start from the moment the steering wheel is turned. The new Dynamic Torque Control AWD System, with the feedback from driver steering input, will adjust automatically a 90:10 front/rear torque distribution to reduce the load on the front tires.

If later, an actual understeer develops, torque transfer to the rear wheels is automatically increased by up to 50%, further reducing front tire loading to provide improved lateral grip.

As well as activating the 'Dynamic' behavior of the system's front to rear torque transfer, the new Sport mode also modifies the RAV4's power steering, throttle and transmissions; decreasing power steering assistance, sharpening throttle response and offering higher revs', for a more dynamic driving experience.

Lock Mode

RAV4 AWD incorporates a AWD Lock button. This allows drivers to lock torque distribution in a fixed 50/50 ratio at speeds up to 25 miles per hour.



SAFETY

In keeping with Toyota's commitment to occupant safety, RAV4 comes equipped with the kind of standard safety features customers have come to expect, including:

- 8 SRS (Supplemental Restraint System) airbags⁶ which contribute to the safety of front and rear passengers in the event of a collision
 - Driver knee airbag
 - Front passenger seat cushion airbag
- Star Safety System
- Limited Slip Differential (LSD) (2WD models)

Available Blind Spot Monitor with Rear Cross Traffic Alert

For Limited shoppers, buyers will also have the option of additional safety features, such as the Blind Spot Monitoring System⁵, which alerts the driver of vehicles located in their side blind spot, as well as Rear Cross Traffic Alert (RCTA), which provides an audible and visual warning if an object is detected that might intersect the vehicle's path when reversing. Both are convenient features to have, whether navigating through the city or backing out of your driveway.

KEY SPECS BY GRADE

| Standard Features | | |
|---|---|--|
| LE | XLE | Limited |
| <p>Exterior</p> <ul style="list-style-type: none"> • 17-in. wide vent steel with covers • Projector beam headlights • Daytime Running Lights • Color-keyed exterior door handles <p>Interior</p> <ul style="list-style-type: none"> • 6-speed electronically controlled automatic transmission with intelligence (ECT-i) • Driver knee airbag • Passenger seat cushion airbag • Display Audio • Backup camera • Privacy glass • Steering-wheel-mounted audio and phone controls • Soft-touch interior panel | <p>Adds or replaces features offered on LE:</p> <p>Exterior</p> <ul style="list-style-type: none"> • 17-in. alloy wheels • Moonroof • Fog lights • Color-keyed exterior mirrors • Roof rails <p>Interior</p> <ul style="list-style-type: none"> • Dual Zone Automatic Climate Control • Tonneau cover | <p>Adds or replaces features offered on XLE:</p> <p>Exterior</p> <ul style="list-style-type: none"> • 18-in. alloy wheels • Adjustable power liftgate • Auto on-off headlights <p>Interior</p> <ul style="list-style-type: none"> • Smart Key • SofTex-trimmed seats • Heated front seats • 8-way power adjustable driver seat with memory settings • Leather shift knob and steering wheel • Auto-dimming rearview mirror • Sliding center console |
| Options | | |
| <ul style="list-style-type: none"> • Tonneau cover | <ul style="list-style-type: none"> • Display Audio with Navigation and Entune™ | <ul style="list-style-type: none"> • Display Audio with Navigation and Entune™ • Display Audio with Navigation, Entune™ and JBL® Greenedge™ • Blind Spot Monitor with Rear Cross Traffic Alert |

QUICK FACTS



ENGINE

- 2.5-liter 16-valve DOHC 4-cylinder with Dual VVT-i
- Horsepower (hp @ rpm): 176 @ 6000
- Torque (lb.-ft. @ rpm): 172 @ 4100



TRANSMISSION

- 6-speed electronically controlled automatic transmission with intelligence (ECT-i)
- Multi-mode transmission with S (Sport) position for manual-like shift control



DRIVELINE

- 2WD with Auto LSD (standard)
- Dynamic Torque Control AWD (optional)



MPG

- RAV4 FWD Models (LE, XLE and Limited): 24/31
- RAV4 AWD Models (LE, XLE and Limited): 22/29



MODELS

| Trim | Transmission | Engine | Cylinders | Model# |
|------------------|--|--------|-----------|--------|
| RAV4 LE FWD | 6-speed electronically controlled automatic transmission with intelligence (ECT-i) | 2.5-L | 4 | 4430 |
| RAV4 LE AWD | | 2.5-L | 4 | 4432 |
| RAV4 XLE FWD | | 2.5-L | 4 | 4440 |
| RAV4 XLE AWD | | 2.5-L | 4 | 4442 |
| RAV4 Limited FWD | | 2.5-L | 4 | 4450 |
| RAV4 Limited AWD | | 2.5-L | 4 | 4452 |

QUICK FACTS

COLORS

| | Color Name | Color Code |
|-------------------|-------------------------|------------|
| Exterior Color | Super White | 040 |
| | Blizzard Pearl | 070 |
| | Classic Silver Metallic | 1F7 |
| | Magnetic Gray Metallic | 1G3 |
| | Black | 202 |
| | Barcelona Red Metallic | 3R3 |
| | Pyrite Mica | 4T3 |
| | Spruce Mica | 6V4 |
| | Shoreline Blue Pearl | 8V5 |
| | Interior Color | Ash |
| Black | | 20 |
| Latte | | 40 |
| Terra Cotta (NEW) | | 30 |

CHANGES TO KEY DIMENSIONS

- Increase in rear leg room: 42.6 in. vs. 41.8 in.
- Larger rear disc brakes
- Reduction in length: 1.9 in.
- Reduction in width: 0.4 in.
- Reduction in height: 0.9 in.
- Turning circle: 17.4 (17-in. wheels), 18.1 (18-in. wheels)



TO LEARN MORE

www.Toyota-eShowroom.com

- Toyota RAV4 Edge series for competitive comparisons
- eSource for feature descriptions

Pocket Source Book

- Feature and specification tables, competitor specifications

1 Performance of Bluetooth® compatible phones will vary based on phone software version, coverage, and your wireless carrier. **2** iPod® is a registered trademark of Apple, Inc. All rights reserved. **3** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **4** Cargo and load capacity limited by weight and distribution. **5** Do not rely exclusively on the blind spot monitor. Always look over your shoulder and use your turn signal. There are several limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the Owner's Manual. **6** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

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