

Want to know what RAV4 stands for? The answer is "capable." Sure, if you want to get out of town, it can get you to plenty of camping spots. But the real story is that it will fit into nearly any parking spot. It's available with seating for up to seven people, but it won't require them to chip in for gas. And while RAV4 has remarkable cargo capacity, it's hardly just a delivery van. With available features like a powerful V6 and pavement-gripping 4WD, it's a vehicle you'll want to drive even when you're not headed to the big-box store. Best of all, despite its compact size, RAV4 is big on safety features. Easy to load up. Easy to drive. Easy on gas. And hard to beat. 2012 Toyota RAV4. Moving Forward.

We don't change vehicles like we change clothes, with different outfits for different outings. The good news is that with RAV4, you'll never feel like you need to. It handles both shopping trips and road trips with equal flair.







^{1.} See footnote 17 in Disclaimers section. 2. See footnote 15 in Disclaimers section. 3. See footnote 16 in Disclaimers section. 4. See footnote 27 in Disclaimers section. 5. See footnote 28 in Disclaimers section

Forward-looking features. As well as upward-looking.

and Entune^{™7}

This impressive navigation system includes a 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, SiriusXM Satellite Radio⁸ capability (includes three-month trial subscription to XM Select Package), HD Radio^{™9} with iTunes® Tagging,¹⁰ auxiliary audio jack, USB port with iPod® connectivity and control, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via standard *Bluetooth®* wireless technology.

Entune™

The available Entune[™] system is a collection of popular mobile applications and data services integrated with select Toyota vehicles. Entune™ includes three years of complimentary access to apps and services delivered via most smartphones and some feature phones. (After three years, access charges will apply; excluding Pandora.®) Once the phone is connected to the vehicle using *Bluetooth*® wireless technology or a USB cable, the features of Entune[™] are operated using the vehicle's controls or, for some services, by voice recognition. Entune™ is scheduled to have mobile apps for Bing,[™] iHeartRadio, MovieTickets.com, OpenTable[®] and Pandora.[®] The data services of Entune[™] include fuel guide, sports scores, stocks, traffic and weather. See toyota.com/entune for availability of apps and services.

Available Moonroof

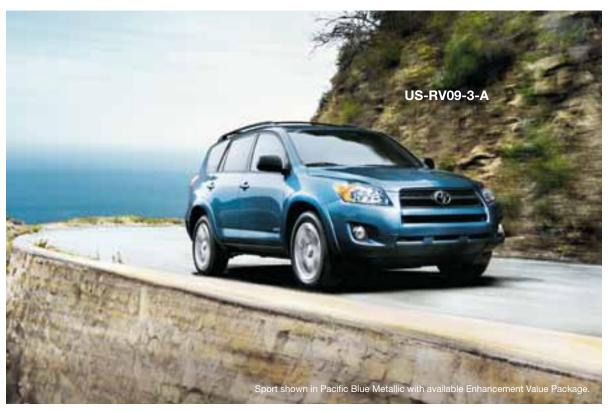
There are a number of reasons you'll find the 2012 RAV4 so advanced. It comes standard with features such as hands-free phone capability and music streaming via *Bluetooth*^{®1} wireless technology, a USB² port with iPod^{®3} connectivity, steering wheel-mounted audio controls, and Optitron instrumentation. In addition, RAV4 Limited features standard Smart Key System⁴ and dual zone automatic climate control. And RAV4 is available with a backup camera⁵ and a moonroof.

Available Display Audio With Navigation⁶

The sporty RAV4 is even more fun when you opt for the available moonroof. Simply push a button and enjoy an uplifting perspective.



Snap & Send to 27205 all others send to oyota@snaptag.ma Message and data rates may apply. loyoTag by SpyderLyr





Room for hire.

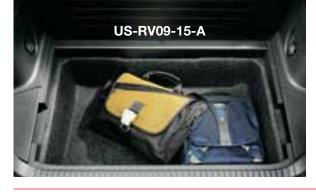
With the rear seats folded flat, the versatile RAV4 offers a voluminous 73 cubic feet of cargo space! Room to carry just about anything you have in mind. Or, with the available 50/50 Split & Stow 3rd Row[™] seat, room for seven passengers.

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Split-and-fold seats. Not passengers.

Do you need a vehicle that's specifically engineered to handle cargo, or one that's been designed to accommodate passengers? If the answer is yes, consider the versatile RAV4. It offers a spacious 73 cu. ft. of cargo space, an under-floor storage compartment, and a 60/40 split, sliding, reclining and fold-flat second row. So you can carry unwieldy cargo without having to roll the window down, and still bring passengers without having to flat-pack them first.

BACKUP CAMERA³

HAV4's available backup camera helps you back out of driveways or into parking spaces. Augmenting the outside mirrors, the camera displays what it sees behind you on the available auto-dimming rearview mirror.





FOLD-FLAT FLEXIBILITY

Pull one of the one-touch levers² nside the rear cargo area, and hat side of RAV4's second-row seatback folds flat to open up additional cargo space.



STEALTH STORAGE RAV4's handy under-floor storage compartment² lets you stow valuable items safely out of sight.



VERSATILE SEATING

The 60/40 split and fold-flat second-row seat adapts to suit your situation. Toss your gear in back and still have room left for passengers. Or fold the seat flat and make the most of all 73 cubic feet of cargo capacity.

1. Cargo and load capacity limited by weight and distribution. 2. See footnote 23 in Disclaimers section. 3. See footnote 28 in Disclaimers section.

Even its performance is versatile.

No matter how you look at it, the 2012 RAV4 does a variety of things extremely well. The standard 2.5-liter 4-cylinder provides an EPA-estimated 28 highway mpg rating' while still producing 179 horses. Even more multitalented is RAV4's available V6, which boasts an EPA-estimated 27 highway mpg rating' and a remarkable 269 hp, while providing you with the sure-footed traction of available Electronic On-Demand 4WD.

Available Electronic On-Demand 4WD

Electronic On-Demand 4WD controls the distribution of torque between the front and rear wheels, allowing the vehicle to automatically switch seamlessly from 2WD to 4WD mode. The result is enhanced traction, control and fuel economy.

Hill Start Assist Control (HAC)²

When you're stopped on a steep incline, RAV4 can help you get going again. Its available Hill Start Assist Control helps prevent the vehicle from rolling backward as the driver switches from the brake to the accelerator. When activated, HAC holds the brakes for approximately three seconds, giving the driver time to engage the accelerator.

Downhill Assist Control (DAC)²

Designed to help provide a controlled descent on steep inclines, available Downhill Assist Control works by setting a target vehicle speed of approximately 2-4 mph. To help maintain that target speed, DAC sends a signal that automatically modulates RAV4's powerful brakes.



US-RV09-18-B

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Sport V6 shown in Magnetic Gray Metallic with available 4WD, Enhancement Value Package and Appearance Package.

It's a sport utility vehicle. Only sportier.

With a stainless steel exhaust tip and a unique rear door that we've streamlined by removing the spare tire cover, the RAV4 Sport with the available Appearance Package' is no ordinary RAV4. Inside, sharp touches, such as a chrome-accented shift lever with leather inlay, further distinguish this performance-inspired SUV.

US-RV09-17-A

US-RV11-8-A



TURN SIGNAL INDICATORS

The outside mirrors not only help you locate adjacent vehicles, but also help indicate your intentions to other drivers.

UNIQUE DOORSILL COVERS

These handsome doorsill covers, along with floor mats² featuring a unique sport design, ensure a stylish entrance and exit every time.

1. Sport 4-cylinder and V6 4WD models only. 2. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat

DRIVER AND FRONT PASSENGER **ADVANCED AIRBAG SYSTEM⁴**

FRONT AND SECOND-ROW SIDE CURTAIN AIRBAGS

In the event of certain types of side-impact collisions, these airbags help provide protection for all outboard occupants.

Built to put minds at ease.

The 2012 RAV4 comes standard with the Star Safety System,[™] a collection of six advanced safety features designed to help keep drivers out of harm's way. The system on RAV4 includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology (SST). **STAR**



Enhanced Vehicle Stability Control (VSC)¹

To help compensate for a loss of traction while cornering and help prevent sideways slipping, Enhanced VSC adjusts engine power, braking and steering torque-assist control to help the vehicle follow the direction in which it is being steered.

Traction Control (TRAC)

TRAC helps maintain traction on wet, icy, loose or uneven surfaces by adjusting engine power and applying brake force to the spinning wheel(s).

Anti-Lock Brake System (ABS)

ABS helps prevent brakes from locking up by pulsing brake pressure to each wheel to help you stay in control in emergency braking situations.

Electronic Brake-Force Distribution (EBD)

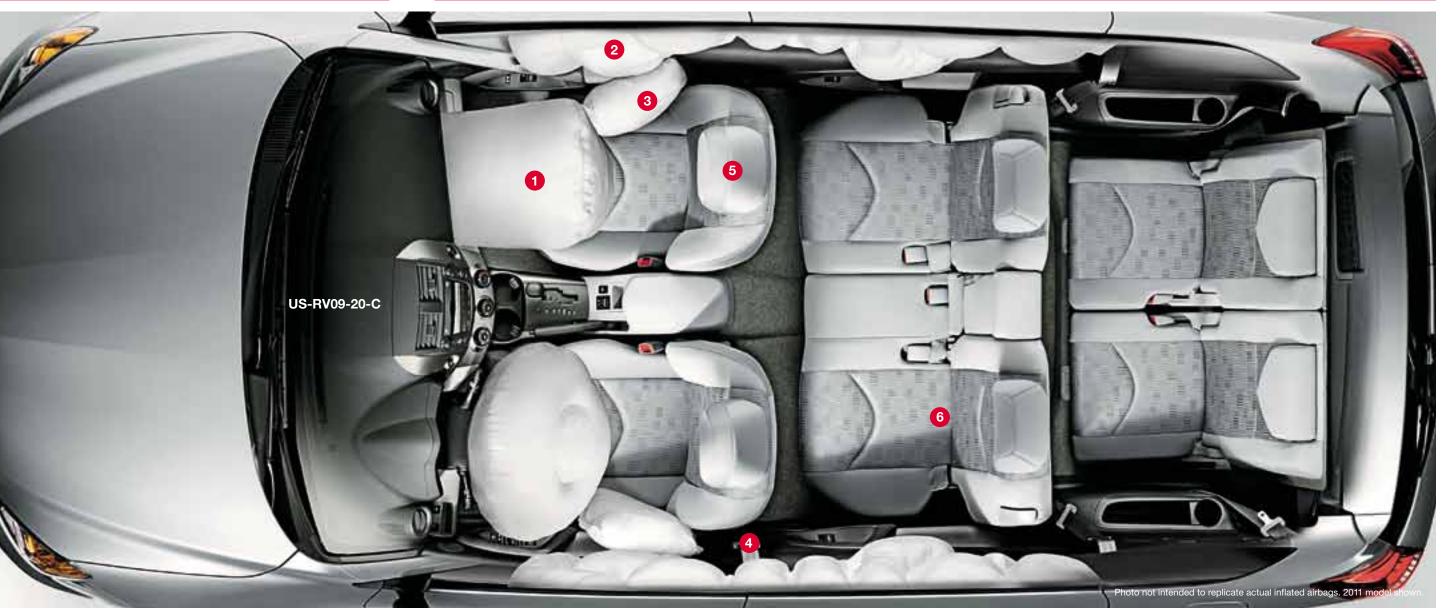
EBD redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

Brake Assist (BA)²

BA is designed to detect sudden or "panic" braking and add the full pressure needed to help prevent a collision.

Smart Stop Technology (SST)³

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, SST is designed to help the driver bring the vehicle to a stop.



DRIVER AND FRONT PASSENGER SEAT-MOUNTED SIDE AIRBAGS

3-POINT SEATBELTS

RAV4 provides 3-point seatbelts for all seating positions, while the front seats are equipped with pretensioners and 2-step force limiters for added safety.

ACTIVE FRONT HEADRESTS⁵

LATCH

LATCH (Lower Anchors and Tethers for CHildren) helps protect the smaller members of your family. LATCH includes lower anchors and tethers on each outboard second-row seat.

1. See footnote 30 in Disclaimers section. 2. See footnote 31 in Disclaimers section. 3. See footnote 32 in Disclaimers section. 4. See footnote 33 in Disclaimers section. 5. See footnote 34 in Disclaimers section.

Combinations

INTERIOR COLOR CHOICES ENGINE LEATHER TRIM FABRIC PREMIUM FABRIC RAV4 SPORT AND LIMITED (standard) AND RAV4 (available) SPORT AND LIMITED (available) ASH SAND BEIGE DARK CHARCOAL ASH AND BEIG DARK CHARCOAL AND BEIGE -RV06-39-F US-RV06-38-B US-RV06-40-F S-RV06-40-S-RV06-40--RV06-39 US-RV09-26-A JS-RV09-26-I DRIVETRAIN EXTERIOR/INTERIOR COLOR COMBINATIONS -RV09-25-STEERING SAND BEIGE BLIZZARD PEARL^{5, 6} BLACK PACIFIC BLUE METALLIC³ **BLACK FOREST PEARL³ PYRITE MICA²** BRAKES DARK CHARCOAL US-RV09-102-C SAND BEIGE DARK CHARCOAL BARCELONA RED METALLIC SUPER WHITE^{3,4} MAGNETIC GRAY METALLIC DARK CHARCOAL Hip room SAND BEIGE Leg room CLASSIC SILVER METALLIC SANDY BEACH METALLIC² OFF-HIGHWAY WHEELS 1 RAV4 4-cylinder standard 16-in. steel wheel with wheel cover 2 RAV4 4-cylinder available/RAV4 V6 standard 17-in. 5-spoke styled steel wheel V6 3 RAV4 available 17-in. 5-spoke alloy wheel 4 Sport standard 18-in. 5-spoke alloy wheel 5 Limited standard 17-in. 6-spoke alloy wheel US-RV06-41-B US-RV06-42-B US-RV09-30-A US-RV09-31-A US-RV06-44-C WARRANTIES **TOWING⁸** Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of these Limited Warranty Coverages: mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items). from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty. Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Warranty and Maintenance Guide for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide or see your Toyota dealer.

Specifications

MECHANICAL AND PERFOR

2.5-Liter 4-Cylinder DOHC 16-3.5-Liter V6 DOHC 24-Valve v IGNITION SYSTEM Electronic, with Toyota Direct

EMISSION RATING Ultra Low Emission Vehicle II

TRANSMISSION 4-speed Electronically Contro

5-speed Electronically Control

Front-Wheel Drive (FWD) with Electronic On-Demand 4WD

BODY CONSTRUCTION Unitized body

SUSPENSION

Independent MacPherson stru rear suspension with coil sprin and springs on Sport models)

Electric Power Steering (EPS) Turning circle diameter, curb

Power-assisted ventilated fron **EXTERIOR DIMENSIONS** (in.)

Overall height (without/with ro with available third-row seat Overall width Overall length Wheelbase Track (front/rear)

INTERIOR DIMENSIONS (in.)

Head room without moonroof with moonroof Shoulder room

Approach/departure angle (de Ground clearance (in.) WEIGHTS AND CAPACITIES

Curb weight (lb.) (2WD/4WD)

Gross Vehicle Weight Rating (4-cylinder with third-row seat with third-row seat Cargo volume⁷ (cu. ft.) behind front/rear seats behind front/second-row/thin Fuel tank (gal.) Seating capacity (standard/wi 3500-lb. towing capacity, upgr Towing capacity (lb.), standard

TIRES

Type - All-Season steel-belted Spare – Full-size

MILEAGE ESTIMATES (mpg

4-cylinder 2WD; 4-cylinder 4W V6 2WD; V6 4WD

ORMANCE	RAV4	SPORT	LIMITED
	Others alound	Otau daud	Others alound
16-Valve with Dual VVT-i; 179 hp @ 6000 rpm, 172 lbft. @ 4000 rpm	Standard	Standard	Standard
e with Dual VVT-i; 269 hp @ 6200 rpm, 246 lbft. @ 4700 rpm	Available	Available	Available
ct Ignition (TDI)	Standard	Standard	Standard
II (ULEV-II)	Standard	Standard	Standard
rolled automatic Transmission with intelligence (ECT-i)	Standard	Standard	Standard
rolled automatic Transmission with intelligence (ECT-i)	Available	Available	Available
ith Automatic Limited-Slip Differential (Auto LSD)	Standard	Standard	Standard
	Available	Available	Available
	Standard	Standard	Standard
trut front suspension with stabilizer bar and hydraulic shock absorbers; double-wishbone			
prings, trailing arms, stabilizer bar and hydraulic shock absorbers (sport-tuned shocks	- · · ·		
ls)	Standard	Standard	Standard
S); power-assisted rack-and-pinion	Standard	Standard	Standard
b to curb (ft.) (16-in. and 17-in. wheels/18-in. wheels)	34.8/NA	NA/36.8	34.8/NA
	01.0/10/1	14/00.0	
ront disc brakes; solid rear disc brakes and Star Safety System™ (in.)	Standard	Standard	Standard
roof rack)	66.3/68.7	66.3/68.7	NA/68.7
eat (without/with roof rack)	66.5/69.1	NA	NA/69.1
	71.5	73.0 (with overfender)	73.0 (with overfender)
	181.9	181.9	181.9
	104.7	104.7	104.7
n.) (front/second-row/third-row seats)	61.4/61.4	61.4/61.4 (V6: 61.8/61.8)	61.4/61.4
	40 8/20 7/27 0	40.8/20.7/NA	40.8/20.7/27.0
of	40.8/39.7/37.2 39.5/39.7/37.2	40.8/39.7/NA 39.5/39.7/NA	40.8/39.7/37.2 39.5/39.7/37.2
	57.1/55.3/52.6	57.1/55.3/NA	57.1/55.3/52.6
	53.8/52.4/43.3	53.8/52.4/NA	53.8/52.4/43.3
	41.8/38.3/30.0	41.8/38.3/NA	41.8/38.3/30.0
degrees)	29/25	29/25	29/25
	7.5	7.5	7.5
ES	1.0	1.0	1.0
D) – 4-cylinder	3360/3494	3435/3569	3439/3576
	3529/3670	3560/3699	3560/3699
g (GVWR) (lb.) (2WD/4WD)	4430/4535	4430/4535	4430/4535
	4730/4865	NA	4730/4865
	4600/4720 4895/5015	4600/4720 NA	4600/4720 4895/5015
third-row seats	73.0/36.4 73.0/37.2/12.3	73.0/36.4 NA	73.0/36.4 73.0/37.2/12.3
lind-tow seats	15.9	15.9	15.9
with available third-row seat)	5/7	5/NA	5/7
with available time-tow seat	5/1	5/NA	5/1
pgraded radiator, fan coupling and alternator	Available ⁹	Available ⁹	Available ⁹
ard/with Towing Prep Package ⁹ (4-cylinder; V6)	1500/NA; 2000/3500	1500/NA; 2000/3500	1500/NA; 2000/3500
	Otavaland	Oto u slovel	Others alound
ted radials	Standard	Standard	Standard
	Standard	Standard ¹⁰	Standard
ig city/highway) ¹¹			
4WD	22/28; 21/27	22/28; 21/27	22/28; 21/27
	19/27; 19/26	19/27; 19/26	19/27; 19/26
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See numbered footnotes in Disclaimers section.

Features[®]

EXTERIOR	RAV4	SPORT	LIMITED		RAV4	SPORT	T LIMITED
Multi-reflector halogen headlamps with auto-off feature	s	_	_	16-in. steel wheels with wheel covers with P215/70R16 tires	S ¹³	_	_
Multi-reflector halogen headlamps with auto on/off feature	_	_	S	17-in. 5-spoke styled steel wheels with P225/65R17 tires	O/P ¹⁴	_	_
Multi-reflector halogen headlamps with blackout sport trim and auto-off feature	_	S	_	17-in. 5-spoke alloy wheels with P225/65R17 tires	O/P	_	_
Multi-reflector halogen headlamps with blackout sport trim and auto on/off feature	_	0	_	17-in. 6-spoke alloy wheels with P225/65R17 tires	_	_	S
Integrated fog lamps	_	S	S	18-in. 5-spoke alloy wheels with P235/55R18 tires	_	s	_
LED tail and stop lamps	S	S	S	Washer-linked variable intermittent windshield wipers and intermittent rear window wiper	S	s	S
Black grille	S	S	_	High Solar Energy-Absorbing (HSEA) glass	S	s	S
Chrome-accented grille	_	_	S	Privacy glass on rear side, quarter and rear-door windows	O/P	s	S
Color-keyed overfenders	_	S	S	Side-opening rear door with hold-open feature	S	s	S
Black power outside mirrors with folding feature	S	S	_	Unique rear door with chrome accents	_	Р	_
Color-keyed heated power outside mirrors with turn signal indicators and folding feature	_	Р	S	Color-keyed full-size combination hard/soft exterior spare tire cover	S	S ¹⁰	_
Black outside door handles	S	_	_	Color-keyed full-size hard-shell exterior spare tire cover	_	_	S
Color-keyed outside door handles	Р	S	S	Color-keyed rear spoiler with LED center high-mount stop lamp	S	S	S
Color-keyed outside rear door handle	S	S	S	Roof rack	O/P	O/P	S
Power tilt/slide moonroof with sunshade	Р	O/P	O/P	Black rear bumper protector	S	S	S
				Roof-mounted antenna	S	S	S
INTERIOR							
Air conditioning with air filter	s	s	_	Leather-trimmed tilt/telescopic steering wheel with audio, Bluetooth®17 hands-free phone			
Dual zone automatic climate control with air filter with micro-dust and pollen filter	_	_	S	and voice-command controls	-	-	O/P
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack,				Leather-trimmed shift lever with metallic inlay	-	-	S
USB ¹⁵ port with iPod ^{®16} connectivity, auto sound leveling, and hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®17} wireless technology	s	s	s	Chrome-accented shift lever with leather inlay, chrome interior door handles, chrome parking brake tip and vent trim	_	Р	_
Display Audio with Navigation ¹⁸ and Entune ^{™19} — includes 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio ²⁰ capability (includes three-month trial subscription to XM Select Package), HD Radio ^{™21} with iTunes [®]				Optitron instrumentation with amber-illuminated speedometer and tachometer; LCD display with odometer, tripmeters, shift position, outside temperature, TPMS ²⁶ and instant/average fuel economy; scheduled maintenance indicator and warning messages	s	s	s
Tagging ²² auxiliary audio jack, USB ¹⁵ port with iPod® ¹⁶ connectivity and control, and hands-free				Remote keyless entry system with remote illuminated entry	S	S	_
phone capability, phone book access, advanced voice recognition and music streaming via <i>Bluetooth</i> ^{©17} wireless technology	_	_	Р	Smart Key System ²⁷ with Push Button Start and remote illuminated entry	_	_	S
Entune ^{™19} — includes Bing [™] and Pandora [®] ; real-time info including traffic, weather, fuel			•	Power windows with driver auto up/down with jam protection	S	S	S
prices, sports and stocks. Apps available spring 2012 at no charge include iHeartRadio,				Rear window defogger with timer	S	S	S

Entune™ ¹⁹ — includes Bing™ and Pandora®; real-time info including traffic, weather, fuel			Power windows with driver auto up/down with jam protection		
prices, sports and stocks. Apps available spring 2012 at no charge include iHeartRadio,				Rear window defogger with timer	
MovieTickets.com and OpenTable [®] Access to Entune™ services is complimentary for three years. See toyota.com/entune for details.			O/P	Power door locks	
Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way	_	_	0/F	Auto-dimming rearview mirror with integrated backup camera ²⁸ display	
adjustable front passenger seat	S	_	-	Multi-function center console with two front illuminated cup holders, mobile phone storage, - covered armrest with upper tray and lower storage compartment	
Premium fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	Р	S	s	Dual glove compartments with one-touch open/close upper compartment and lockable lower glove compartment	
Premium fabric-trimmed front seats with seatback pockets; 8-way power-adjustable driver's				5	
seat with power lumbar support; 4-way adjustable front passenger seat	-	-	0	Cargo area tonneau cover	
Leather-trimmed and heated front seats with seatback pockets; 8-way power-adjustable				Cargo area second-row-seat one-touch fold-flat levers	
driver's seat with power lumbar support; 4-way adjustable front passenger seat	-	Р	P ²³	Cargo area under-floor storage compartment	
Fabric-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable				Two front and one cargo area 12V auxiliary power outlets	
headrests and center armrest		-	-	120V AC power outlet	
Premium fabric-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable headrests and center armrest	Р	s	s	Dual sun visors with illuminated vanity mirrors and sliding extensions	
Leather-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable	•	0	0	Front- and rear-door storage pockets	
headrests and center armrest	_	Р	P ²³	Cargo area storage pocket	
Fabric-trimmed 50/50 Split & Stow 3rd Row™ seat with fold-flat capability and				Ten cup/bottle holders	
adjustable headrests	O ^{24, 25}	-	O ²⁵	Interior footwell lighting	

Digital clock

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SAFETY AND CONVENIENCE

star™ Star Safety Traction Co SAFETY SYSTEM Distribution

Driver and front passenger Ac Driver and front passenger se Roll-sensing Side Curtain Airb Driver and front passenger ac Adjustable front seatbelt shou pretensioners with force limite Driver and front passenger se 3-point seatbelts in all seating and Automatic/Emergency Lo LATCH (Lower Anchors and Te on outboard second-row sea Child-protector rear door lock Collapsible steering column Front energy-absorbing crump Energy-dissipating soft interio Tire Pressure Monitor System Daytime Running Lights (DRL) Hill Start Assist Control (HAC) Downhill Assist Control (DAC) Engine immobilizer37

OPTIONS

17-in. 5-spoke styled steel wh 17-in. 5-spoke alloy wheels v Roof rack

Cargo area tonneau cover Display Audio with Navigatio CD player with MP3/WMA pla (includes three-month trial s Tagging²² auxiliary audio jack, phone capability, phone bool Bluetooth®17 wireless techno

Auto-dimming rearview mirro

Premium fabric-trimmed 8-w and 120V AC power outlet

Fabric-trimmed 50/50 Split 8 adjustable headrests

Power tilt/slide moonroof wit

Privacy glass on rear side, o Auto on/off headlamps

Daytime Running Lights (DR

S = Standard O = Optional

specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

DISCLAIMERS

Cruise control

Tilt/telescopic steering wheel with audio controls

Leather-trimmed tilt/telescopic steering wheel with audio controls

1. Sport models only. 2. Not available on Sport models. 3. Not available with Appearance Package. 4. Not available on Limited models. 5. Limited models only. 6. Extra-cost color. 7. Cargo and load capacity limited by weight and distribution. 8. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. Calculated with new SAE J2807 method. 9. V6 models only. 10. The Appearance Package replaces standard tires with run-flat tires and does not include a spare tire or spare tire cover. 11. 2012 EPA-estimated mileage. Actual mileage will vary. 12. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 13. Standard on RAV4 4-cylinder models. Not available with third-row seat. 14. Standard on RAV4 V6 models. Available on RAV4 4-cylinder models. 15. May not be compatible with all mobile phones, MP3/WMA players and like models. 16. iPod® is a registered trademark of Apple Inc. All rights reserved. 17. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG. Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota, 18, Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your Navigation System Owner's Manual or contact XM for details. 19. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select EntuneTM apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Not all apps and data services are available initially. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding apps and services. 20. XIM services require a subscription after trial period, and are sold separately or as a package. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call <u>1-866-635-2349</u> to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. **21.** HD Radio[™] Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. **22.** Tunes[®] Tagging is a registered trademark of Apple Inc. All rights reserved. **23.** Not available with third-row seat. **24.** Requires 17-in. 5-spoke alloy wheels. **25.** Not available with tonneau cover. Deletes cargo area second-row-seat one-touch fold-flat levers and cargo area under-floor storage compartment. 26. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge do

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not rely solely on the monitor system. See your Owner's Manual for details. 27. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 28. 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. 29. Requires Value Package, Upgrade Value Package or privacy glass, 30, Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices, Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. 31, Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 32. Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your Owner's Manual for further details. 33. 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. 34. Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. 35. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. 36. Standard on V6 and 4-cvlinder models equipped with third-row seat. 37. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle. the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can held. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org 38. Package savings based on MSRP of package features. MSRP may not reflect actual dealer sales price. Customer savings will vary. **39.** 4-cylinder and V6 4WD models only.

CE	RAV4	SPORT	LIMITED
System [™] – includes Enhanced Vehicle Stability Control (VSC), ³⁰ ntrol (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force (EBD), Brake Assist (BA) ³¹ and Smart Stop Technology (SST) ³²	S	s	s
dvanced Airbag System ³³	S	S	S
eat-mounted side airbags and front- and second-row bags (RSCA) ³³	s	s	s
ctive headrests ³⁴	s	S	S
ulder anchors and driver and front passenger seatbelt ers	s	s	s
eatbelt warning system	S	S	S
g positions; driver-side Emergency Locking Retractor (ELR) ocking Retractor (ALR/ELR) on all passenger belts	s	s	s
Tethers for CHildren) includes lower anchors and tether anchors ats	s	s	s
ks	S	S	S
	S	S	S
nple zone and side-impact door beams	S	S	S
or trim	S	S	S
n (TPMS) ²⁶	S	S	S
L)	O/P	O/P	O/P
x) ³⁵	O ³⁶	O ⁹	O ³⁶
x) ³⁵	O ³⁶	O ⁹	O ³⁶
	S	S	S

vheels with P225/65R17 tires	0/P ¹⁴	-	-
with P225/65R17 tires	O/P	_	_
	O/P	O/P	S
	0/P ²³	0	S ²³

on ¹⁸ and Entune ^{™19} — includes 6.1-in. touch-screen, AM/FM			
layback capability, six speakers, SiriusXM Satellite Radio ²⁰ capability subscription to XM Select Package), HD Radio ^{™21} with iTunes [®] , USB ¹⁵ port with iPod ^{®16} connectivity and control, and hands-free ok access, advanced voice recognition and music streaming via ology	/		Ρ
			-
or with integrated backup camera ²⁸ display	O ²⁹	0	0
way power-adjustable driver's seat with power lumbar support			
	_	_	0
& Stow 3rd Row™ seat with fold-flat capability and			
	O ^{24, 25}	_	O ²⁵
ith sunshade	Р	O/P	O/P
quarter and rear-door windows	O/P	S	S
	-	0	S
RL)	O/P	O/P	O/P

- = Not Available P = Feature is available as part of an option package.

Toyota RAV4 is designed to meet most off-road driving requirements. Abusive use may result in bodily harm or damage. Toyota encourages responsible operation to protect you, your vehicle and the environment. Seatbelts should be worn at all times. Please do not allow passengers to ride in the cargo area. Towing receiver hitches/ball mount kits are not intended to provide crash protection.

For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains

RAV4 Value Package (4-cylinder models only) (savings of up to \$540)³⁸ – includes 17-in. 5-spoke styled steel wheels with P225/65R17 tires, Daytime Running Lights (DRL), roof rack and privacy glass on rear side, guarter and rear-door windows Value Package (V6 models only) (savings of up to \$540)³⁸ — includes Daytime Running Lights (DRL), roof rack and privacy glass on rear side, quarter and rear-door windows Upgrade Value Package (savings of up to \$1005)³⁸ — includes 17-in. 5-spoke alloy wheels with P225/65R17 tires, color-keyed door handles, Daytime Running Lights (DRL), roof rack, privacy glass on rear side, quarter and rear-door

windows, power tilt/slide moonroof with sunshade, rear cargo area tonneau cover and premium fabric-trimmed seating surfaces

Tow Prep Package^{8, 9} — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator SPORT

Premium Package - includes leather-trimmed seating surfaces, heated front seats and 8-way power-adjustable driver's seat with power lumbar support

Enhancement Value Package (savings of up to \$730)³⁸ — includes Daytime Running Lights (DRL), roof rack and power tilt/slide moonroof with sunshade

Appearance Package^{10, 39} — includes unique rear door with chrome accents, run-flat tires, unique RAV4 and Sport badging, stainless steel exhaust tip, color-keyed heated power outside mirrors with turn signal indicators, clear rear bumper protector, chrome-accented shift lever with leather inlay, chrome interior door handles, chrome parking brake tip and vent trim, and unique doorsill covers

Tow Prep Package^{8,9} — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator LIMITED

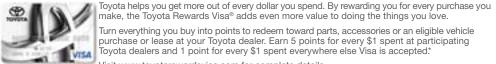
Premium Package²³ — includes leather-trimmed seating surfaces, heated front seats, 8-way power-adjustable driver's seat with power lumbar support, and 120V AC power outlet

Premium Plus Value Package²³ (savings of up to \$1695)³⁸ - includes power tilt/slide moonroof with sunshade, Daytime Running Lights (DRL) and Premium Package (includes leather-trimmed seating surfaces, heated front seats, 8-way power-adjustable driver's seat with power lumbar support, and 120V AC power outlet)

Navigation Value Package²³ (savings of up to \$1315)³⁸ − includes Display Audio with Navigation¹⁸ and Entune,^{™19} power tilt/slide moonroof with sunshade, Daytime Running Lights (DRL) and Premium Package (includes leather-trimmed seating surfaces, heated front seats, 8-way power-adjustable driver's seat with power lumbar support, and 120V AC power outlet)

Tow Prep Package^{8,9} — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator

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PACKAGES

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