

RAV4 2012

US-RV09-2-B



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.



Limited shown in Classic Silver Metallic with available Premium Plus Value Package.



US-RV09-6-C

Limited interior shown in Ash leather trim with available 4WD and Navigation Value Package.

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

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 Navigation[®] 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 Radio^{®9} 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

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



US-RV09-3-A

Sport shown in Pacific Blue Metallic with available Enhancement Value Package.

AT&T/Verizon Users
Snap & Send to
 27205
all others send to
toyota@snaptag.mobi
Message and data rates may apply.
ToyoTag by SpyderLynk



US-RV12-1-A

iPhone[®] accessory is not included. iPhone is a registered trademark of Apple Inc. All rights reserved.



US-RV11-7-B

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.

6. See footnote 18 in Disclaimers section. 7. See footnote 19 in Disclaimers section. 8. See footnote 20 in Disclaimers section. 9. See footnote 21 in Disclaimers section. 10. See footnote 22 in Disclaimers section.

Room for hire.

With the rear seats folded flat, the versatile RAV4 offers a voluminous 73 cubic feet of cargo space.¹ 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.





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.

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 space¹, an under-floor storage compartment², 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
 RAV4'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 inside the rear cargo area, and that side of RAV4's second-row seatback folds flat to open up additional cargo space.



Limited interior shown in Ash leather trim with available 4WD and Navigation Value Package.

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 rating¹ while still producing 179 horses. Even more multitasked is RAV4's available V6, which boasts an EPA-estimated 27 highway mpg rating¹ 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.



Limited V6 shown in Classic Silver Metallic with available 4WD and Premium Plus Value Package.

¹. See footnote 11 in Disclaimers section. ². See footnote 35 in Disclaimers section.

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 Package¹ is no ordinary RAV4. Inside, sharp touches, such as a chrome-accented shift lever with leather inlay, further distinguish this performance-inspired SUV.



US-RV09-18-B



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 DRIVER AND FRONT PASSENGER ADVANCED AIRBAG SYSTEM⁴

In the event of certain types of front-impact collisions, these airbags help provide protection to the driver and front passenger.

2 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.

3 DRIVER AND FRONT PASSENGER SEAT-MOUNTED SIDE AIRBAGS

In the event of certain types of side-impact collisions, these airbags help provide protection to the driver and front passenger.

4 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.

5 ACTIVE FRONT HEADRESTS⁵

In the event of certain types of rear-end collisions, active front headrests are designed to better support the front occupants' heads and help reduce the risk of neck injury.

6 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.

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**
SAFETY SYSTEM

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)

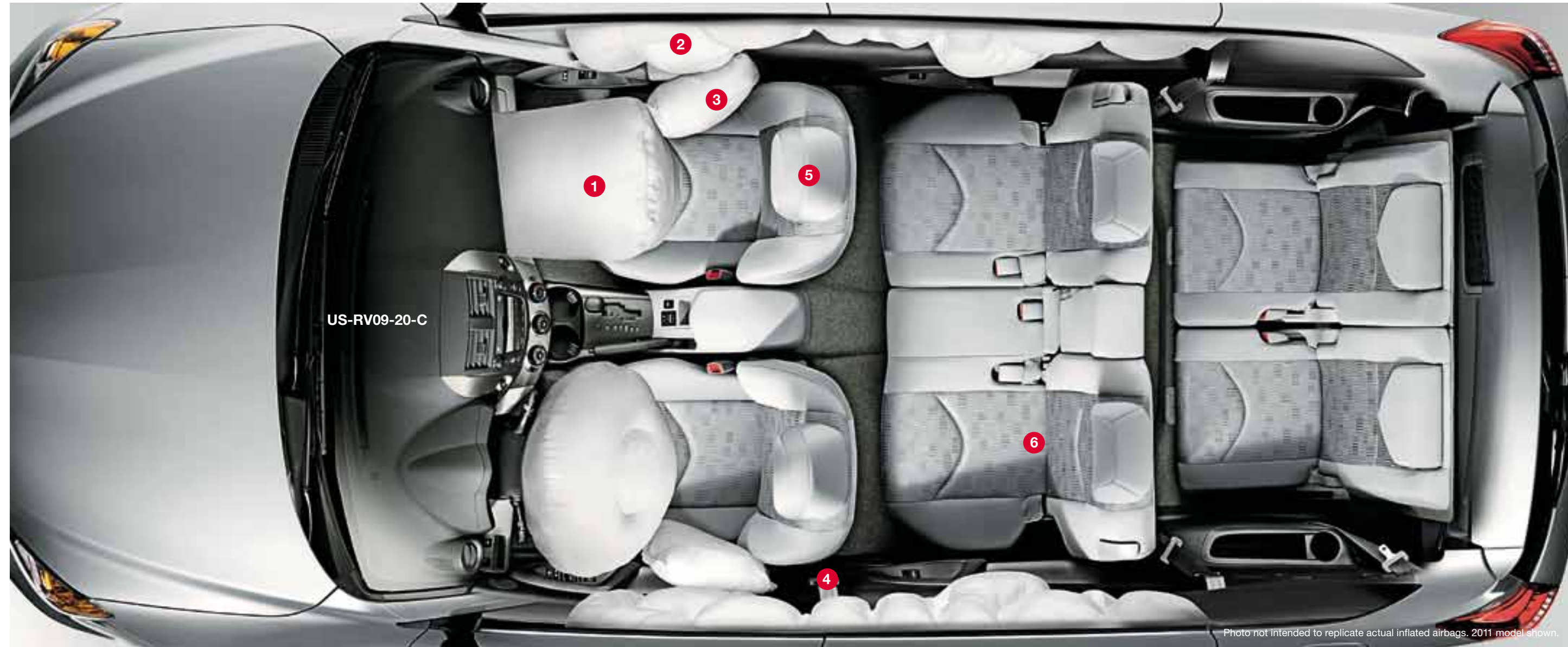
EBD redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

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.













Combinations

INTERIOR COLOR CHOICES

FABRIC RAV4	PREMIUM FABRIC SPORT AND LIMITED (standard) AND RAV4 (available)	LEATHER TRIM SPORT AND LIMITED (available)
 <p>ASH US-RV09-26-A</p>	 <p>SAND BEIGE US-RV09-26-B</p>	 <p>DARK CHARCOAL¹ US-RV06-38-B</p>
 <p>ASH² US-RV06-39-F</p>	 <p>SAND BEIGE² US-RV06-39-E</p>	 <p>DARK CHARCOAL¹ US-RV06-40-F</p>
		 <p>ASH² US-RV06-40-C</p>
		 <p>SAND BEIGE² US-RV06-40-G</p>

EXTERIOR/INTERIOR COLOR COMBINATIONS

 <p>US-RV09-25-J BLACK</p>	 <p>US-RV09-25-H PACIFIC BLUE METALLIC³</p>	 <p>US-RV09-25-I BLACK FOREST PEARL³</p>	 <p>US-RV09-25-G PYRITE MICA²</p>	 <p>US-RV09-25-C BLIZZARD PEARL^{5,6}</p>	<p>ASH</p>
					<p>SAND BEIGE</p>
 <p>US-RV09-25-F BARCELONA RED METALLIC</p>	 <p>US-RV09-102-C SUPER WHITE^{3,4}</p>	<p>DARK CHARCOAL</p>			
		<p>ASH</p>			
		<p>SAND BEIGE</p>			
			 <p>US-RV09-102-B MAGNETIC GRAY METALLIC¹</p>		<p>DARK CHARCOAL</p>
			 <p>US-RV09-25-E SANDY BEACH METALLIC²</p>		<p>SAND BEIGE</p>
	 <p>US-RV09-25-A CLASSIC SILVER METALLIC</p>	<p>DARK CHARCOAL</p>			
		<p>ASH</p>			

WHEELS

- RAV4 4-cylinder standard 16-in. steel wheel with wheel cover
- RAV4 4-cylinder available/RAV4 V6 standard 17-in. 5-spoke styled steel wheel
- RAV4 available 17-in. 5-spoke alloy wheel
- Sport standard 18-in. 5-spoke alloy wheel
- Limited standard 17-in. 6-spoke alloy wheel



WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

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.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of 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 from the date of purchase and do not assume any coverage under 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 PERFORMANCE	RAV4	SPORT	LIMITED
ENGINE			
2.5-Liter 4-Cylinder DOHC 16-Valve with Dual VVT-i; 179 hp @ 6000 rpm, 172 lb.-ft. @ 4000 rpm	Standard	Standard	Standard
3.5-Liter V6 DOHC 24-Valve with Dual VVT-i; 269 hp @ 6200 rpm, 246 lb.-ft. @ 4700 rpm	Available	Available	Available
IGNITION SYSTEM			
Electronic, with Toyota Direct Ignition (TDI)	Standard	Standard	Standard
EMISSION RATING			
Ultra Low Emission Vehicle II (ULEV-II)	Standard	Standard	Standard
TRANSMISSION			
4-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Standard	Standard	Standard
5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Available	Available	Available
DRIVETRAIN			
Front-Wheel Drive (FWD) with Automatic Limited-Slip Differential (Auto LSD)	Standard	Standard	Standard
Electronic On-Demand 4WD	Available	Available	Available
BODY CONSTRUCTION			
Unitized body	Standard	Standard	Standard
SUSPENSION			
Independent MacPherson strut front suspension with stabilizer bar and hydraulic shock absorbers; double-wishbone rear suspension with coil springs, trailing arms, stabilizer bar and hydraulic shock absorbers (sport-tuned shocks and springs on Sport models)	Standard	Standard	Standard
STEERING			
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard	Standard
Turning circle diameter, curb to curb (ft.) (16-in. and 17-in. wheels/18-in. wheels)	34.8/NA	NA/36.8	34.8/NA
BRAKES			
Power-assisted ventilated front disc brakes; solid rear disc brakes and Star Safety System™	Standard	Standard	Standard
EXTERIOR DIMENSIONS (in.)			
Overall height (without/with roof rack)	66.3/68.7	66.3/68.7	NA/68.7
with available third-row seat (without/with roof rack)	66.5/69.1	NA	NA/69.1
Overall width	71.5	73.0 (with overfender)	73.0 (with overfender)
Overall length	181.9	181.9	181.9
Wheelbase	104.7	104.7	104.7
Track (front/rear)	61.4/61.4	61.4/61.4 (V6: 61.8/61.8)	61.4/61.4
INTERIOR DIMENSIONS (in.) (front/second-row/third-row seats)			
Head room without moonroof	40.8/39.7/37.2	40.8/39.7/NA	40.8/39.7/37.2
with moonroof	39.5/39.7/37.2	39.5/39.7/NA	39.5/39.7/37.2
Shoulder room	57.1/55.3/52.6	57.1/55.3/NA	57.1/55.3/52.6
Hip room	53.8/52.4/43.3	53.8/52.4/NA	53.8/52.4/43.3
Leg room	41.8/38.3/30.0	41.8/38.3/NA	41.8/38.3/30.0
OFF-HIGHWAY			
Approach/departure angle (degrees)	29/25	29/25	29/25
Ground clearance (in.)	7.5	7.5	7.5
WEIGHTS AND CAPACITIES			
Curb weight (lb.) (2WD/4WD) – 4-cylinder	3360/3494	3435/3569	3439/3576
– V6	3529/3670	3560/3699	3560/3699
Gross Vehicle Weight Rating (GVWR) (lb.) (2WD/4WD)			
4-cylinder	4430/4535	4430/4535	4430/4535
with third-row seat	4730/4865	NA	4730/4865
V6	4600/4720	4600/4720	4600/4720
with third-row seat	4895/5015	NA	4895/5015
Cargo volume ⁷ (cu. ft.)			
behind front/rear seats	73.0/36.4	73.0/36.4	73.0/36.4
behind front/second-row/third-row seats	73.0/37.2/12.3	NA	73.0/37.2/12.3
Fuel tank (gal.)	15.9	15.9	15.9
Seating capacity (standard/with available third-row seat)	5/7	5/NA	5/7
TOWING⁸			
3500-lb. towing capacity, upgraded radiator, fan coupling and alternator	Available ⁹	Available ⁹	Available ⁹
Towing capacity (lb.), standard/with Towing Prep Package ⁹ (4-cylinder; V6)	1500/NA; 2000/3500	1500/NA; 2000/3500	1500/NA; 2000/3500
TIRES			
Type – All-Season steel-belted radials	Standard	Standard	Standard
Spare – Full-size	Standard	Standard ¹⁰	Standard
MILEAGE ESTIMATES (mpg city/highway)¹¹			
4-cylinder 2WD; 4-cylinder 4WD	22/28; 21/27	22/28; 21/27	22/28; 21/27
V6 2WD; V6 4WD	19/27; 19/26	19/27; 19/26	19/27; 19/26

See numbered footnotes in Disclaimers section.



ToyotaCare

“I've always known you can't beat Toyota for dependability. Then I found out that they take care of factory scheduled service for two years or 25,000 miles. Talk about a win-win!”*

Tony M., 2011 Toyota owner

Scheduled vehicle maintenance is essential to both safety and dependability. For that reason, we've included a complimentary maintenance plan with the purchase or lease of every new Toyota. For 2 years or 25,000 miles, whichever comes first, your new Toyota will be covered for normal factory scheduled service, as well as for 24/7 roadside assistance*. It's standard peace of mind, and Toyota is one of the first full-line brands to offer anything like it. Why do we go to such lengths? Simply put, we want the loyalty of our customers to outlast even our vehicles. For all the details, please call, visit online or stop by your local Toyota dealer today.

*Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details.

Please visit your nearby Toyota dealer today to experience our full lineup of quality cars, trucks and SUVs.

YARIS | COROLLA | MATRIX | CAMRY | AVALON | SIENNA | TACOMA | TUNDRA | RAV4 | VENZA | HIGHLANDER | FJ CRUISER | 4RUNNER | SEQUOIA | LAND CRUISER

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