



2013 TOYOTA RAV4 INTRODUCTION

TABLE OF CONTENTS

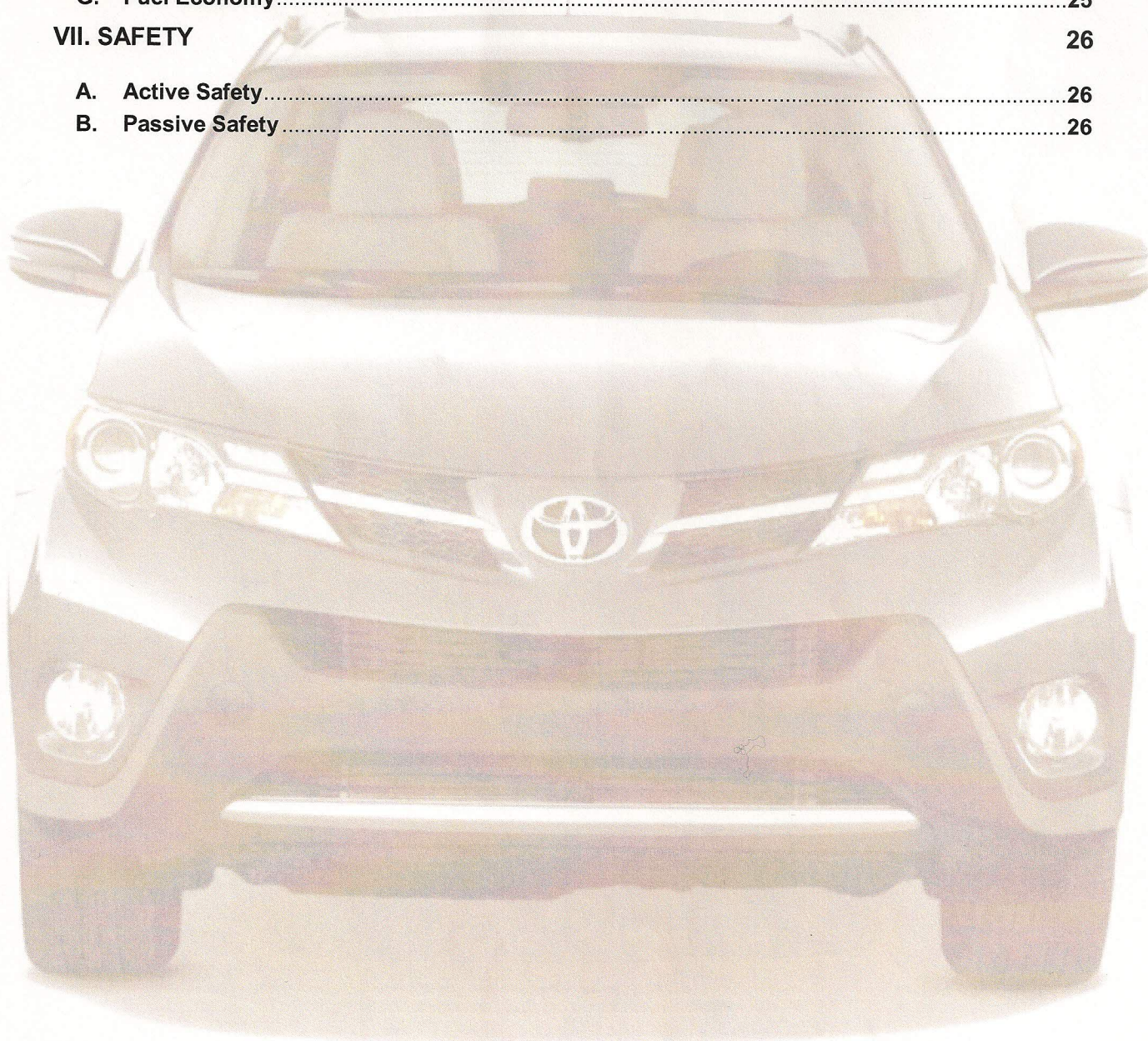
I. RAV4 OVERVIEW	4
A. RAV4 Development Goals	4
B. Key Customer Selling Points	4
C. Exterior and Interior Dimensions/Capacities	5
D. Notable Standard, Optional, and New Features (By Grade)	7
II. EXTERIOR	11
A. RAV4 Exterior Design Focus	11
B. Aerodynamics	11
C. Aesthetics	12
III. INTERIOR	14
A. RAV4 Interior Design Focus	14
B. Main Design Elements	14
C. Instrument Panel	15
D. Seats	15
E. Colors	15
IV. COMFORT AND CONVENIENCE	16
A. Driver Comfort	16
B. Seats	16
C. Heat, Ventilation, and Air Conditioning System	17
D. Cargo/Storage	18
E. Other Features	18
V. TECHNOLOGY	19
A. Audio System Options	19
B. Backup Camera	20
C. Blind Spot Monitor with Rear Cross Traffic Alert	20

VI. PERFORMANCE 21

A. Engine	21
B. Transmission	21
C. Drivetrain	22
D. AWD with Dynamic Torque Control	22
E. Suspensions	25
F. Electronic Power Steering (EPS)	25
G. Fuel Economy	25

VII. SAFETY 26

A. Active Safety	26
B. Passive Safety	26



I. RAV4 OVERVIEW

A. RAV4 Development Goals



1. Continue the highly acclaimed pedigree of the current generation RAV4
2. Deliver a “totally reborn” 4th generation RAV4 to customers via an athletic, dynamic exterior design
3. Maintain a sense of “security” while driving
4. Deliver a highly refined/premium vehicle interior
5. Utilize the cabin and cargo spaces to accommodate a wide range of user needs
6. Showcase RAV4’s agility and sportiness through functionality and aerodynamics


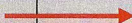


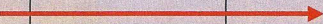
B. Key Customer Selling Points



1. Just the right size
2. Exterior styling that is expressive and dynamic
3. A bold-looking and high quality interior
4. New available technologies
5. Responsive steering and maneuverability
6. Improved rear seating space
7. Large and functional cargo space
8. Overall versatility and functionality
9. Improved fuel economy

C. Exterior and Interior Dimensions/Capacities

Exterior	Previous Gen RAV4	2013 +/- (vs. 2012)	LE	XLE	Limited
Overall Height (inches)	66.3	-0.9	65.4		
	68.7 w/ roof rack	-1.6	67.1 w/ roof rails		
Wheelbase (inches)	104.7	/	104.7		
Overall Length (inches)	181.9	-2.0	179.9		
Overall Width (inches)	73.0	-0.4	72.6		
Track (inches)	61.4 (Front)	+0.4	61.8 (Front)		61.4 (Front)
	61.4 (Rear)	+0.4	61.8 (Rear)		61.4 (Rear)
Curb Weight (lbs.)	3360 (Base grade)	+75	3435 (FWD)	3465 (FWD)	3500 (FWD)
	3494 (Base grade 4WD)	+56	3550 (AWD)	3585 (AWD)	3610 (AWD)
Fuel Tank Capacity (gal.)	15.9	/	15.9		
Ground Clearance (inches)	7.5	-1.2	6.3		

Interior	Previous Gen RAV4	2013 +/- (vs. 2012)	LE	XLE	Limited
Seating Capacity	5 7 w/ third row seat optional	/	5 N/A		
Head Room (inches)	40.8 w/o moonroof (Front) 39.7 w/o moonroof (Second row) 39.4 w/ moonroof (Front) 39.7 w/ moonroof (Second row)	-1.0 -0.8	39.8 (Front) 38.9 (Rear)	38.9 w/ moonroof 38.9 w/ moonroof	
Leg Room (inches)	41.8 (Front) 38.3 (Second row)	+0.8 -1.1	42.6 (Front) 37.2 (Rear)		
Shoulder Room (inches)	57.1 (Front) 55.3 (Second row)	+0.2 +0.1	57.3 (Front) 55.4 (Rear)		
Hip Room (inches)	53.8 (Front) 52.4 (Second row)	+0.5 -3.5	54.3 (Front) 48.9 (Rear)		
Cargo Volume^ (cu.-ft.)	73.0 (Behind front seat) 36.4 (Behind second row)	+0.4 +2.0	73.4^ (Behind front seat) 38.4 (Behind second row)		
^ : Best in class (Source: manufacturer websites, August 2012)					

D. Notable Standard, Optional, and New Features (By Grade)

FEATURE	LE	XLE	LIMITED
"S" = Standard, "O" = Optional, "—" = Not Available, * = New for 2013 RAV4			
Display Audio* – includes: <ul style="list-style-type: none"> • 6.1-inch touch-screen with integrated backup camera display • AM/FM CD player with MP3/WMA playback capability • Six speakers in six locations • Auxiliary audio jack • USB port with iPod® connectivity and control • Vehicle information with customizable settings • Hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology 	S	S	S
Display Audio with Navigation and Entune® – includes standard Display Audio features plus: <ul style="list-style-type: none"> • SiriusXM Radio with 90-day trial • HD Radio™ with iTunes® Tagging • Advanced voice recognition • Text-to-speech with programmed and customizable text responses 	—	O	O
Display Audio with Navigation, Entune® and JBL®* – includes Display Audio with Navigation and Entune® features plus: <ul style="list-style-type: none"> • 11 JBL® GreenEdge™ speakers in seven locations including subwoofer and amplifier 	—	—	O
Backup camera with guidelines*	S	S	S
Adjustable power liftgate with jam protection*	—	—	S
Star Safety System™ – includes: <ul style="list-style-type: none"> • Enhanced Vehicle Stability Control (VSC) • Traction Control (TRAC) • Anti-lock Brake System (ABS) • Electronic Brake-force Distribution (EBD) • Brake Assist (BA) • Smart Stop Technology (SST) 	S	S	S