

D. Seats

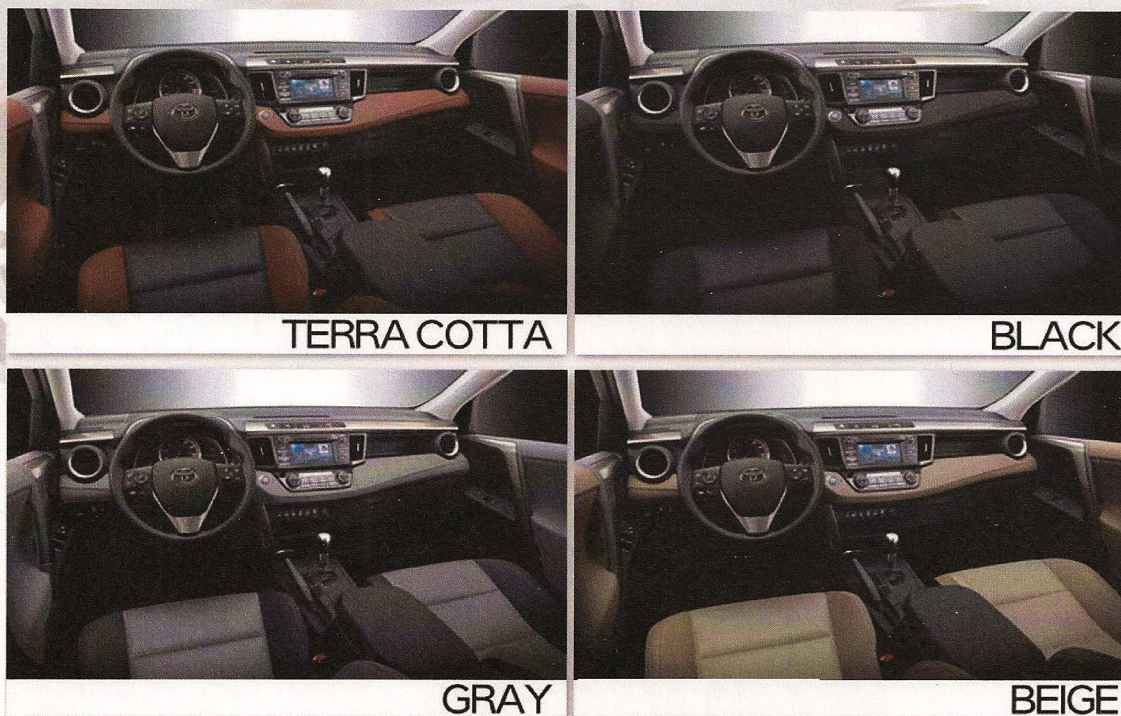
1. LE seats are fabric-trimmed
2. XLE seats feature a unique fabric-trim
3. Limited seats are Softex-trimmed
4. XLE and Limited seats have French stitching and sport seats with additional bolstering



E. Colors

1. Interior incorporates a new "Color Block" concept
 - a. Based on color combinations that highlight different shapes/materials
 - b. This has evolved from the previous "two-tone" interior of the previous RAV4
2. Color choices include: (see color chart in Exterior - Aesthetics section for interior/exterior color build limitations)
 - a. Beige and Gray (available on all grades)
 - b. Black (new, XLE and Limited only)
 - c. Terra Cotta (new, Limited only)

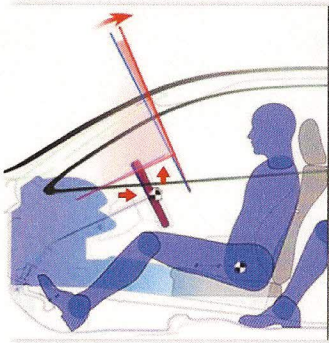
1) Toyota 1st



Next section begins on the following page...

IV. COMFORT AND CONVENIENCE

A. Driver Comfort



1. Positioning
 - a. The lower steering wheel angle and extended reach helps keep the driver more engaged and comfortable
 - b. The new RAV4 has a wider range of steering wheel angle adjustments
2. Center armrest/console
 - a. The Limited model includes a Softex-covered sliding center armrest
 - b. 8.3-liter (0.3 cu.ft.) capacity for glove box and 4-liter (0.14 cu.ft.) capacity for center console box

B. Seats



1. Slim front seatback with integrated pockets in all grades increases knee space in second row
2. The front seat slider adjustment moves approximately 0.8-inches farther back than the previous generation RAV4 to offer a wider range of adjustability and enhanced seating comfort
3. The front seat vertical adjustment lever can lower the seat approximately 0.6-inches lower than previous generation RAV4 to enhance seat adjustability and comfort
4. Increased front seatback height and cushion length enhances driver and front passenger comfort
5. Second row includes a wider armrest and side-by-side cup holders
6. LE
 - a. Fabric-trimmed seats
 - b. 6-way adjustable driver's seat
 - c. 4-way adjustable front passenger seat
 - d. 60/40 split, reclining, fold-flat second-row seats with center armrest



7. XLE

- a. Unique fabric-trimmed seats with French stitching
- b. 6-way adjustable driver's seat with sport bolsters
- c. 4-way adjustable front passenger seat with sport bolsters
- d. 60/40 split, reclining, fold-flat second-row seats with center armrest

8. Limited

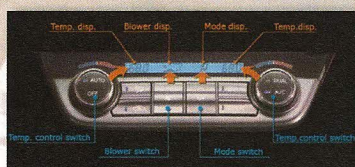
- a. Softex-trimmed seats
- b. 8-way power adjustable driver's seat with sport bolsters, memory function, lumbar support
- c. 4-way adjustable front passenger seat with sport bolsters
- d. Heated front seats
- e. 60/40 split, reclining, fold-flat second-row seats with center armrest

C. Heat, Ventilation and Air Conditioning System

1. Easy to use three-knob panel design on LE model



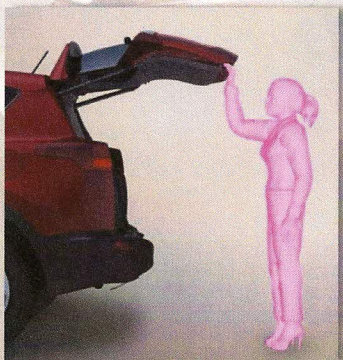
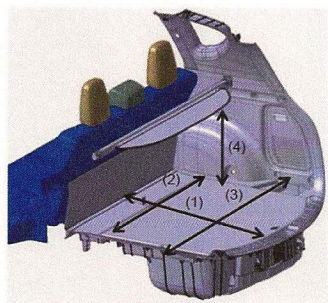
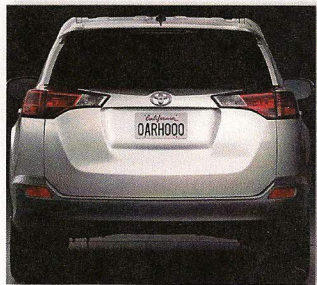
2. Dual zone automatic climate control is standard on XLE and Limited models



3. Other features:

- a. A PTC (Positive Temperature Coefficient) heater is used to warm the heater core, and cabin, before the coolant is up to temperature, and also to boost peak heater efficiency in extremely cold climates
- b. All models include an auxiliary rear register, which has been added on the upper instrument panel
- c. The air filtration system has been upgraded on all models to filter out pollen and dust (previously filtered only dust)

D. Cargo/Storage



1. Rear liftgate now opens up (versus a door-type)
 - a. Limited model has a standard adjustable power liftgate with memory function and jam protection
 - 1) **Toyota 1st**
2. 38.4 cubic feet behind the second row.
 - a. 2.0 cubic feet increase over current gen RAV4
3. **Class-leading maximum cargo capacity** of 73.4 cubic feet with the second row folded flat (source: manufacturer's websites, August 2012)
 - a. 0.4 cubic foot increase over current-gen RAV4
4. Cargo area dimensions behind the second row:
 - a. 25.4-inch load-in height for ease of stowage
 - b. 37.4-inches deep
 - c. 43.3-inch minimum width
 - d. 52.6-inch maximum width
 - e. 19.4-inch height from floor to underside of Tonneau cover
5. Tonneau cover is standard with XLE and Limited grades; optional for LE
 - a. When not being used, the tonneau cover stores neatly under the cargo area's floor

E. Other Features

1. Privacy glass is standard on all models
2. For improved NVH:
 - a. Acoustic windshield standard on all models
 - b. Increase in rigidity of various unibody components
 - c. New damping materials adopted for dash panel, increase in damping materials on floor, and new sound absorption materials in the rear door area
3. Standard one-touch 3-blink turn signal
 - a. **Toyota 1st**
4. The Limited model's Smart Key system includes:
 - a. Remote keyless entry with proximity sensors on both front doors and rear liftgate
 - b. Power liftgate controls on key fob
 - c. Push button start

5. XLE and Limited models include power windows with driver automatic up/down functionality
 - a. LE model features power windows with driver auto down functionality only
6. XLE and Limited models both include a power tilt/slide moonroof with sunshade



Display Audio (DA)

V. TECHNOLOGY

A. Audio System Options

1. Display Audio:

Standard on all Models

- a. 6.1-inch touch-screen with integrated backup camera display (with static gridlines)
- b. AM/FM CD player with MP3/WMA™ playback capability
- c. Six speakers in six locations
- d. AUX/USB audio jack and port with iPod® connectivity and control
- e. Hands-free phone capability
 - 1) Phone book access and music streaming via Bluetooth® wireless technology
- f. Steering wheel with audio, multi-information display, and Bluetooth® hands-free telephone controls

2. Display Audio with Navigation and Entune® (includes standard Display Audio features, in addition to those listed below):

Optional on XLE and Limited models

- a. SiriusXM Radio with complimentary 90-day trial
- b. HD Radio™ with iTunes® Tagging
- c. Advanced voice recognition
- d. Text-to-speech with programmed and customizable text responses
- e. Toyota's Entune® multimedia system—including a suite of mobile apps and real-time data services, such as:
 - 1) Bing™, iHeartRadio, MovieTickets.com, OpenTable®, and Pandora®
 - 2) SiriusXM data services (fuel prices, weather, traffic data, sports, and stocks)



DA w/ Navigation and Entune®



DA w/ Navigation, Entune®, and JBL®

3. Display Audio with Navigation, Entune®, and JBL® (includes Display Audio with Navigation and Entune® features, in addition to those listed below):

Optional on Limited models

- a. JBL® GreenEdge™ system amplifier reduces power consumption by 50%, size/weight by 66%, and powers 11 speakers in seven locations, including a 7.87" (20 cm) subwoofer with 18-liter enclosure
 - 1) JBL® GreenEdge™ system features 5.1 Surround and high-speed Digital Signal Processing (DSP) which is 232% faster than a conventional audio system.

Audio Systems	LE	XLE	Limited
Display Audio (DA)	S	S	S
DA + Navigation/Entune®	X	O	O
DA + Navigation/Entune®/JBL™	X	X	O
S = Standard O = Optional X = Not Available			

B. Backup Camera

1. Integrated back up camera displays in audio head unit 6.1-inch touchscreen with static guidelines

Standard on all models

C. Blind Spot Monitor with Rear Cross Traffic Alert

1. Blind Spot Monitor (BSM)

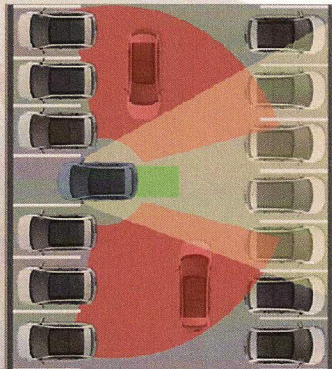
Available on Limited model only

- a. Uses radar sensors to detect vehicles in the driver's blind spots when RAV4 is traveling 10+ mph
- b. Alerts driver via an indicator light on outside mirror
- c. Detection areas:
 - 1) Up to 9.8 ft. backwards from the rear of the vehicle
 - 2) Up to 3.3 ft. forwards from the rear of the vehicle
 - 3) From 1.6 ft. to 11.5 ft. from the sides of the vehicle
- d. System can be turned off via Blind Spot Monitor main switch on left side of dashboard

2. Rear Cross Traffic Alert (RCTA)

Available on Limited model only

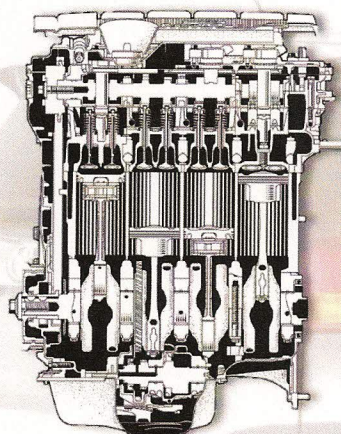
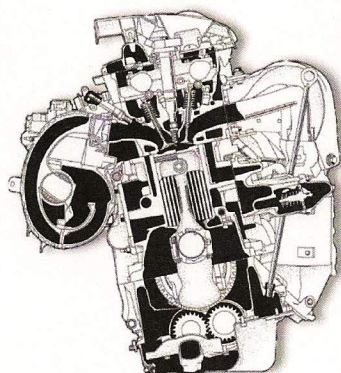
- a. Detects obstacles (moving slower than 18 mph) in path when in reverse and traveling up to 5 mph
- b. Signals driver with audible warning and indicator light on outside mirror



VI. PERFORMANCE

A. Engine

1. 2AR-FE 2.5-liter DOHC 16-valve 4-cylinder engine with Dual VVT-i
2. Specifications:
 - a. 176 horsepower @ 6,000 rpm
 - b. 172 lb.-ft. torque @ 4,100 rpm



B. Transmission

1. U760E (2WD)/U760F (AWD) 6-speed automatic transmission with ECT-i
 - a. Addition of two more gears and revised gear ratios (which include the final gear ratio) optimize acceleration, fuel economy, and improve driving performance at all engine speeds
2. New "Flex Start" transmission torque converter
 - a. Allows the torque converter to lock up quickly and progressively for a smoother driving experience and increased efficiency and performance
 - b. Engine speed is kept low when accelerating from a standstill to enhance fuel efficiency
 - 1) Previous generation only utilized this in top gears
 - c. Deceleration downshift maximizes fuel economy by holding back fuel intake in certain deceleration situations
3. ECT-i enhancements
 - a. AI (Artificial Intelligence)-SHIFT Control
 - 1) Automatically changes shift patterns in response to road conditions and the driver's intentions, which enhances driving comfort
 - b. Upshift Control (when Sport mode is activated)
 - 1) Controls engine revolutions during gear shifting to provide highly responsive, smooth upshifts
 - c. Dynamic Rev Management™ (when Sport mode is activated)
 - 1) Quickly increases engine speed to match selected gear, which results in quicker gear changes