

RAV4 2012



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.



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 Navigation⁶ 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^{®8} 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.



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



iPhone[®] accessory is not included.
iPhone[®] is a registered trademark of
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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.



2011 RAV4 interior shown in Sand Beige fabric with available 4WD, 50/50 Split & Stow 3rd Row™ seat and Value Package.

1. Cargo and load capacity limited by weight and distribution.

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.

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



STEALTH STORAGE

RAV4's handy under-floor storage compartment¹ 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.²



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

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

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 multitasking 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.



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.



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

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.

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).



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 help 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.

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.

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.

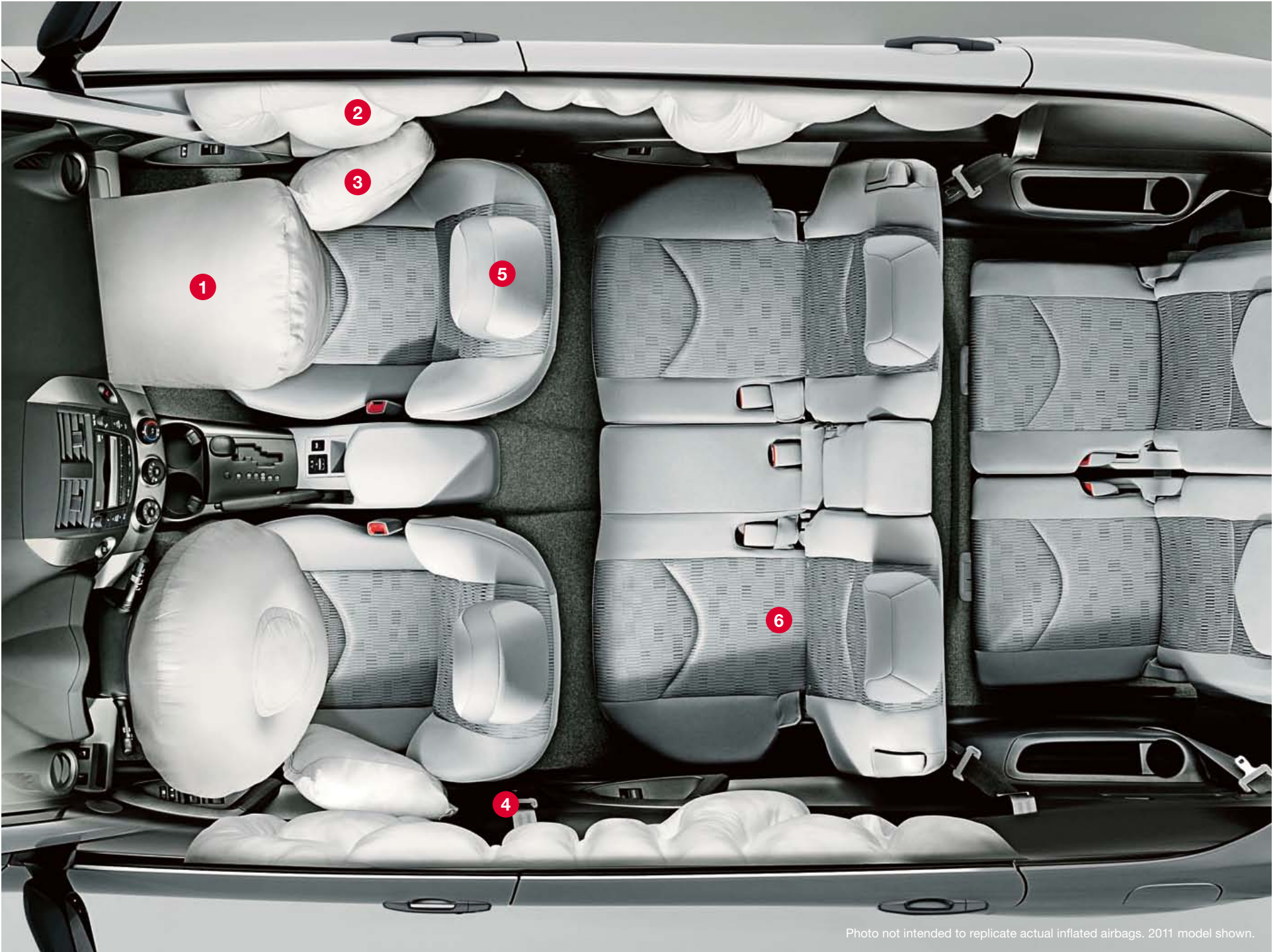


Photo not intended to replicate actual inflated airbags. 2011 model shown.

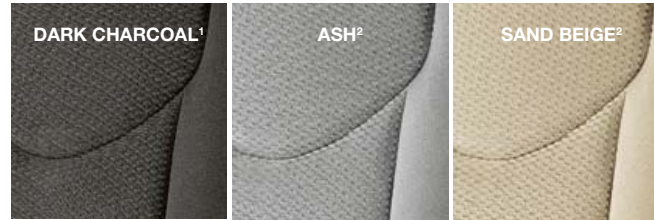
Combinations

INTERIOR COLOR CHOICES

FABRIC RAV4













PREMIUM FABRIC SPORT AND LIMITED (standard) AND RAV4 (available)



LEATHER TRIM SPORT AND LIMITED (available)



EXTERIOR/INTERIOR COLOR COMBINATIONS

 BLACK	 PACIFIC BLUE METALLIC³	 BLACK FOREST PEARL³	 PYRITE MICA²	 BLIZZARD PEARL^{5,6}	ASH
					SAND BEIGE
 BARCELONA RED METALLIC	 SUPER WHITE^{3,4}	DARK CHARCOAL		 MAGNETIC GRAY METALLIC¹	DARK CHARCOAL
		ASH			
		SAND BEIGE			
	 CLASSIC SILVER METALLIC	DARK CHARCOAL		 SANDY BEACH METALLIC²	SAND BEIGE
		ASH			

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
- 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



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) with available third-row seat (without/with roof rack)	66.3/68.7 66.5/69.1	66.3/68.7 NA	NA/68.7 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 with moonroof	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
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 – V6	3360/3494 3529/3670	3435/3569 3560/3699	3439/3576 3560/3699
Gross Vehicle Weight Rating (GVWR) (lb.) (2WD/4WD) 4-cylinder with third-row seat V6 with third-row seat	4430/4535 4730/4865 4600/4720 4895/5015	4430/4535 NA 4600/4720 NA	4430/4535 4730/4865 4600/4720 4895/5015
Cargo volume ⁷ (cu. ft.) behind front/rear seats behind front/second-row/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
Fuel tank (gal.)	15.9	15.9	15.9
Seating capacity (standard/with available third-row seat)	5/7	5/NA	5/7

See numbered footnotes in Disclaimers section.

Specifications (continued)

TOWING ⁸	RAV4	SPORT	LIMITED
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

Features¹²

EXTERIOR	RAV4	SPORT	LIMITED		RAV4	SPORT	LIMITED
Multi-reflector halogen headlamps with auto-off feature	S	–	–	17-in. 5-spoke styled steel wheels with P225/65R17 tires	O/P ¹⁴	–	–
Multi-reflector halogen headlamps with auto on/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-off feature	–	S	–	17-in. 6-spoke alloy wheels with P225/65R17 tires	–	–	S
Multi-reflector halogen headlamps with blackout sport trim and auto on/off feature	–	O	–	18-in. 5-spoke alloy wheels with P235/55R18 tires	–	S	–
Integrated fog lamps	–	S	S	Washer-linked variable intermittent windshield wipers and intermittent rear window wiper	S	S	S
LED tail and stop lamps	S	S	S	High Solar Energy-Absorbing (HSEA) glass	S	S	S
Black grille	S	S	–	Privacy glass on rear side, quarter and rear-door windows	O/P	S	S
Chrome-accented grille	–	–	S	Side-opening rear door with hold-open feature	S	S	S
Color-keyed overfenders	–	S	S	Unique rear door with chrome accents	–	P	–
Black power outside mirrors with folding feature	S	S	–	Color-keyed full-size combination hard/soft exterior spare tire cover	S	S ¹⁰	–
Color-keyed heated power outside mirrors with turn signal indicators and folding feature	–	P	S	Color-keyed full-size hard-shell exterior spare tire cover	–	–	S
Black outside door handles	S	–	–	Color-keyed rear spoiler with LED center high-mount stop lamp	S	S	S
Color-keyed outside door handles	P	S	S	Roof rack	O/P	O/P	S
Color-keyed outside rear door handle	S	S	S	Black rear bumper protector	S	S	S
Power tilt/slide moonroof with sunshade	P	O/P	O/P	Roof-mounted antenna	S	S	S
16-in. steel wheels with wheel covers with P215/70R16 tires	S ¹³	–	–				
INTERIOR							
Air conditioning with air filter	S	S	–	Premium fabric-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable headrests and center armrest	P	S	S
Dual zone automatic climate control with air filter with micro-dust and pollen filter	–	–	S	Leather-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable headrests and center armrest	–	P	P ²³
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, 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	Fabric-trimmed 50/50 Split & Stow 3rd Row™ seat with fold-flat capability and adjustable headrests	O ^{24, 25}	–	O ²⁵
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® Tagging; ²² auxiliary audio jack, USB ¹⁵ port with iPod ^{®16} connectivity and control, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via <i>Bluetooth</i> ^{®17} wireless technology	–	–	P	Cruise control	S	S	S
Entune™ ¹⁹ — includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable® Access to Entune™ services is complimentary for three years. See toyota.com/entune for details.	–	–	P	Tilt/telescopic steering wheel with audio controls	S	S	–
Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S	–	–	Leather-trimmed tilt/telescopic steering wheel with audio controls	–	–	S
Premium fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	P	S	S	Leather-trimmed tilt/telescopic steering wheel with audio, <i>Bluetooth</i> ^{®17} hands-free phone and voice-command controls	–	–	P
Premium fabric-trimmed front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	–	–	O	Leather-trimmed shift lever with metallic inlay	–	–	S
Leather-trimmed and heated front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	–	P	P ²³	Chrome-accented shift lever with leather inlay, chrome interior door handles, chrome parking brake tip and vent trim	–	P	–
Fabric-trimmed 60/40 split, sliding, reclining fold-flat second-row seat with adjustable headrests and center armrest	S	–	–	Optitron instrumentation with amber-illuminated speedometer and tachometer; LCD display with odometer, trip meters, shift position, outside temperature, TPMS ²⁶ and instant/average fuel economy; scheduled maintenance indicator and warning messages	S	S	S
				Remote keyless entry system with remote illuminated entry	S	S	–
				Smart Key System ²⁷ with Push Button Start and remote illuminated entry	–	–	S
				Power windows with driver auto up/down with jam protection	S	S	S
				Rear window defogger with timer	S	S	S
				Power door locks	S	S	S
				Auto-dimming rearview mirror with integrated backup camera ²⁸ display	O ²⁹	O	O

See numbered footnotes in Disclaimers section.

Features (continued)

INTERIOR (continued)	RAV4	SPORT	LIMITED		RAV4	SPORT	LIMITED
Multi-function center console with two front illuminated cup holders, mobile phone storage, covered armrest with upper tray and lower storage compartment	S	S	S	120V AC power outlet	—	—	O/P
Dual glove compartments with one-touch open/close upper compartment and lockable lower glove compartment	S	S	S	Dual sun visors with illuminated vanity mirrors and sliding extensions	S	S	S
Cargo area tonneau cover	O/P ²³	O	S ²³	Front- and rear-door storage pockets	S	S	S
Cargo area second-row-seat one-touch fold-flat levers	S ²³	S	S ²³	Cargo area storage pocket	S	S	S
Cargo area under-floor storage compartment	S ²³	S	S ²³	Ten cup/bottle holders	S	S	S
Two front and one cargo area 12V auxiliary power outlets	S	S	S	Interior footwell lighting	—	—	S
				Digital clock	S	S	S
SAFETY AND CONVENIENCE							
STAR SAFETY SYSTEM™ — includes Enhanced Vehicle Stability Control (VSC) ³⁰ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ³¹ and Smart Stop Technology (SST) ³²	S	S	S	LATCH (Lower Anchors and Tethers for Children) includes lower anchors and tether anchors on outboard second-row seats	S	S	S
Driver and front passenger Advanced Airbag System ³³	S	S	S	Child-protector rear door locks	S	S	S
Driver and front passenger seat-mounted side airbags and front- and second-row Roll-sensing Side Curtain Airbags (RSCA) ³³	S	S	S	Collapsible steering column	S	S	S
Driver and front passenger active headrests ³⁴	S	S	S	Front energy-absorbing crumple zone and side-impact door beams	S	S	S
Adjustable front seatbelt shoulder anchors and driver and front passenger seatbelt pretensioners with force limiters	S	S	S	Energy-dissipating soft interior trim	S	S	S
Driver and front passenger seatbelt warning system	S	S	S	Tire Pressure Monitor System (TPMS) ²⁶	S	S	S
3-point seatbelts in all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	S	Daytime Running Lights (DRL)	O/P	O/P	O/P
				Hill Start Assist Control (HAC) ³⁵	O ³⁶	O ⁹	O ³⁶
				Downhill Assist Control (DAC) ³⁵	O ³⁶	O ⁹	O ³⁶
				Engine immobilizer ³⁷	S	S	S
OPTIONS							
17-in. 5-spoke styled steel wheels with P225/65R17 tires	O/P ¹⁴	—	—	Fabric-trimmed 50/50 Split & Stow 3rd Row™ seat with fold-flat capability and adjustable headrests	O ^{24, 25}	—	O ²⁵
17-in. 5-spoke alloy wheels with P225/65R17 tires	O/P	—	—	Power tilt/slide moonroof with sunshade	P	O/P	O/P
Roof rack	O/P	O/P	S	Privacy glass on rear side, quarter and rear-door windows	O/P	S	S
Cargo area tonneau cover	O/P ²³	O	S ²³	Auto on/off headlamps	—	O	S
Auto-dimming rearview mirror with integrated backup camera ²⁸ display	O ²⁹	O	O	Daytime Running Lights (DRL)	O/P	O/P	O/P
Premium fabric-trimmed 8-way power-adjustable driver's seat with power lumbar support and 120V AC power outlet	—	—	O	S = Standard O = Optional — = Not Available P = Feature is available as part of an option package.			
PACKAGES							
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, 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			
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				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				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			
Enhancement Value Package (savings of up to \$730) ³⁸ — includes Daytime Running Lights (DRL), roof rack and power tilt/slide moonroof with sunshade				Tow Prep Package ^{8, 9} — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator			
LIMITED							
Premium Package ²³ — 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 Package ²³ (savings of up to \$1315) ³⁸ — includes Display Audio with Navigation ¹⁸ and Entune, ^{TM19} 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)			
Premium Plus Value Package ²³ (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)				Tow Prep Package ^{8, 9} — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator			

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.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

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.

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.

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

DISCLAIMERS

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 Entune™ 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. XM 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 1-866-635-2349 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 the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 22. iTunes® Tagging is a registered trademark of Apple Inc. All rights reserved. 23. Not available with third-row seat. 24. Requires 17-in. 5-spoke styled steel wheels or 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 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-cylinder 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 help. 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.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331

