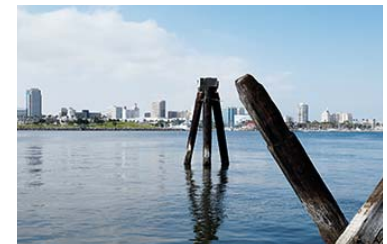


RAV4 2011



Am I the RAV4 type? The thing about the Toyota RAV4 is it refuses to be typecast. It's an SUV that's compact on the outside, but has available seating for up to seven¹ in roomy comfort inside. It's exceptionally nimble and easy to park, yet it's got enough cargo capacity² to swallow those big, bulky items awaiting you at customer pickup. You can get your RAV4 with available features like a powerful V6 engine and pavement-gripping 4WD, yet still drive a vehicle so fuel-efficient that its EPA-estimated highway rating is 26 mpg.³ And like all 2011 Toyota models, RAV4 comes standard with the Star Safety System,TM a combination of advancedTM safety technologies designed to enhance your level of confidence. **The 2011 Toyota RAV4. Moving Forward.**

- 3** MODEL CHOICES
RAV4
RAV4 SPORT
RAV4 LIMITED



Every time you start off on a journey, whether it's a quiet weekend away or a quick trip around town, rest assured — we're with you every step of the way. For more than 50 years, Toyota engineering has created more than just durable vehicles. It's created enduring memories.



Limited V6 shown in Classic Silver Metallic with available Premium Plus Value Package and accessory body side molding.

How much room does it have?

7 Whether you're running a shuttle or a busy day's errands, RAV4 gives you room to maneuver. With an available 50/50 Split & Stow 3rd Row™ seat,¹ RAV4 offers seating for seven. Or fold the seats flat for 73 cubic feet of cargo space.² That's enough carrying capacity to take care of almost any to-do list.



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

1. Not available on Sport models. 2. Cargo and load capacity limited by weight and distribution.



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

I love a road trip. Does RAV4 share my feelings?

No question, RAV4 is ready when you are. First of all, every 2011 RAV4 comes standard with the Star Safety System,[™] a combination of five accident avoidance features designed to help keep you out of harm's way. Then RAV4 offers you a long list of available features, like the Smart Key System,¹ moonroof, JBL[®] 9-speaker audio system with XM[®] Radio² and dual zone automatic climate control, that'll turn even the shortest trip into a pleasure cruise.

What's standard on RAV4?

RAV4 comes standard with **air conditioning, Optitron instrumentation, a tilt/telescopic steering wheel, cruise control and a 6-speaker audio system** with an auxiliary audio jack for your MP3/WMA player. And it comes standard with a 179-hp 2.5-liter 4-cylinder engine with an EPA-estimated 28 highway mpg rating.³

What's the Upgrade Value Package?

Give your RAV4 more for less with the available Upgrade Value Package. The 6-disc CD changer with steering wheel audio controls, moonroof, 17-in. 5-spoke alloy wheels, color-keyed door handles, Daytime Running Lights (DRL), roof rack, upgraded fabric interior, tonneau cover and privacy glass **add pizzazz**.

Does RAV4 know the way to San Jose?

RAV4 Sport and Limited offer an **available navigation system**⁴ that maps out your route. Just enter the name of your destination and, if listed in the DVD's database, the system will find the precise location and direct you to it via voice commands and map tracking. It even uses real-time updates from the **available XM NavTraffic**^{®4} to help route you around traffic jams.



RAV4 shown in Sandy Beach Metallic with available 17-in. alloy wheels and roof rack.

1. See footnote 24 in Disclaimers section. 2. See footnote 17 in Disclaimers section. 3. See footnote 11 in Disclaimers section. 4. See footnote 19 in Disclaimers section.

1. No matter where you take your RAV4, your tunes can always travel with you. An auxiliary audio jack for **MP3/WMA-compatible devices** is located on the front of the center console.

2. Need even more room to stow things? An **under-floor storage compartment** lets you stash your valuable items safely out of sight.



Was RAV4 ever in the Swiss Army¹?

No, but it does know a thing or two about versatility. Inside RAV4, there's a level of spaciousness that's most unexpected. Your passengers enjoy plenty of room and comfort to stretch out and relax. Or pull a lever in the cargo area, and a section of the second row folds flat, turning the interior into a space ready for almost anything, whether it's a warehouse shopping trip or a cross-country trek.

Versatile seating

With its available and oh-so-functional 50/50 Split & Stow 3rd Row™ seat,² RAV4 has a **total people-hauling quota of seven**. Perfect if you've got a bunch of family or friends who all need to hitch a ride.



1. Swiss Army is owned by Victorinox AG and its affiliates. 2. Not available on Sport models.

3. Pull one of the one-touch levers inside the rear cargo area, and one side of RAV4's **second-row seatback folds flat** to instantly create a surface ideal for sliding in bulky cargo.

4. RAV4's available **backup camera**¹ is a smart solution that helps ease the task of backing out of driveways or into parking spaces. Augmenting the outside mirrors, the backup camera displays what it sees behind you on the **available auto-dimming rearview mirror**.



5. You'll be surprised by how much room RAV4 gives you to carry cargo and by how easy it is to fold the rear seats flat so you can make the most of all **73 cubic feet of cargo capacity**².

6. The second row's **60/40 split design** means you can quickly adapt RAV4 to suit the situation. Say you need to toss sports gear in back yet still have a seat or two left in their upright positions for passengers. RAV4 can handle that.



Limited interior shown in Ash leather with available Navigation Value Package.

1. See footnote 25 in Disclaimers section. 2. Cargo and load capacity limited by weight and distribution.

The “S” in SUV stands for Sport, right?

S Right. And here’s a double helping of it: RAV4 Sport with the available Appearance Package.¹ Walk up behind it, and its stainless steel exhaust tip and unique rear door are your clues that this is no ordinary RAV4. Step inside, and more special touches distinguish RAV4 Sport’s Appearance Package.



The Appearance Package's¹ **side turn signal indicators** are integrated into the heated outside mirrors, so RAV4 can make your turning intentions clear. Inside, **unique doorsill covers** and a chrome-accented shift lever with leather inlay signal RAV4 Sport's performance appeal.

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

1. RAV4 4-cylinder and V6 4WD models only.

Is RAV4 a 2WD or 4WD?

It's available in both 2WD or Electronic On-Demand 4WD. Either way, you'll have a vehicle capable of remarkably assured traction. Enhanced Vehicle Stability Control (VSC)¹ with Traction Control (TRAC) — part of the Star Safety System™ — helps RAV4 get a grip when accelerating or cornering. Electronic On-Demand 4WD models operate in fuel-efficient 2WD mode during normal driving, transferring automatically to 4WD when traction conditions demand more grip.

Advanced traction technologies

On snow-covered streets, rain-soaked roads and steep hills, these traction technologies available on RAV4 help you get a grip:

Electronic On-Demand 4-Wheel Drive (4WD)

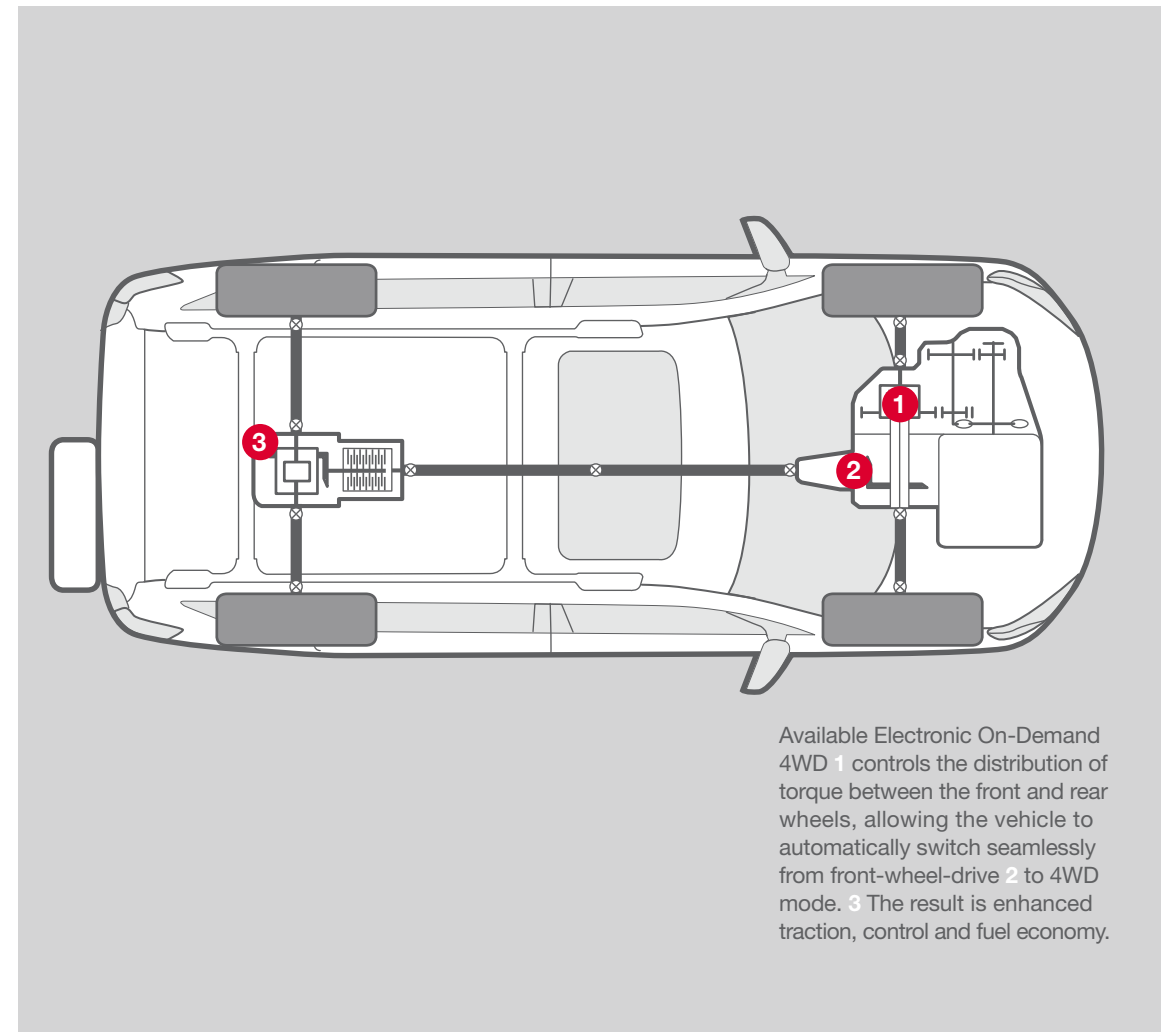
Available Electronic On-Demand 4WD gives you **the enhanced traction of 4WD when needed**. The system controls the distribution of torque between the front and rear wheels, allowing the vehicle to automatically switch seamlessly from 2WD to 4WD mode.

Hill Start Assist Control (HAC)²

When you're stopped on a steep incline and need to get going, problems can arise. That's why RAV4 is available with a feature called Hill Start Assist Control. **It helps prevent the vehicle from rolling backward as the driver switches from the brake to the accelerator**. When engaged, HAC holds the brakes for approximately three seconds, helping give the driver time to engage the accelerator.

Downhill Assist Control (DAC)²

RAV4 is available with an innovative feature called Downhill Assist Control. Designed to **help provide a controlled descent** on steep inclines, it 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.



Available Electronic On-Demand 4WD **1** controls the distribution of torque between the front and rear wheels, allowing the vehicle to automatically switch seamlessly from front-wheel-drive **2** to 4WD mode. **3** The result is enhanced traction, control and fuel economy.

LONGEVITY FACT: *The pistons in RAV4's available V6 engine have an advanced resin coating. This decreases friction, which in turn increases reliability. It's another way in which Toyota strives to keep your vehicle running strong for years to come.*

1. See footnote 27 in Disclaimers section. **2.** See footnote 13 in Disclaimers section.

Every 2011 RAV4 comes standard with the **Star Safety System**,[™] a suite of six advanced safety features designed to help keep drivers out of harm's way. **The system includes Enhanced Vehicle Stability Control (VSC)**,¹ **Traction Control (TRAC)**, **Anti-lock Brake System (ABS)**, **Electronic Brake-force Distribution (EBD)**, **Brake Assist (BA)**² and **Smart Stop Technology (SST)**³ SST reduces engine power and helps bring the vehicle to a stop when both brake and accelerator pedals are pressed at the same time under certain conditions.



In the event of certain rear-end collisions, a mechanism in the lumbar region of the front seats triggers the movement of the **active front headrests**⁴ up and forward to help position the headrests to better support the front occupants' heads.



To view videos of Star Safety System[™] features, visit toyota.com/safety

To help prevent a slip sideways while cornering, RAV4 uses **Enhanced VSC**. It adjusts engine power, braking and steering assist torque to help the driver steer in the direction that provides the greatest control.

If a wheel loses traction during acceleration, **TRAC** limits engine output and/or applies the brake to the spinning wheel and transfers torque to the wheel that still has traction.

How many airbags⁵ come standard?

Six. RAV4 comes standard with an Advanced Airbag System that includes both driver and front passenger airbags and is complemented by front seat-mounted side airbags as well as first- and second-row Roll-Sensing side Curtain Airbags (RSCA).

RAV4's **ABS** pulses brakes rapidly during hard braking to help keep the wheels from locking up and thus helps preserve steering control.

To help drivers when braking, RAV4 comes standard with **EBD** and **BA**. These systems sense braking situations and react quickly to modulate brake pressure to optimize stopping power.



Photo not intended to replicate actual inflated airbags.

1. See footnote 27 in Disclaimers section. 2. See footnote 6 in Disclaimers section. 3. See footnote 28 in Disclaimers section. 4. See footnote 30 in Disclaimers section. 5. See footnote 29 in Disclaimers section.

V6

What kind of mpg rating can I expect?

It's not surprising that a RAV4 gets an EPA-estimated highway rating of up to 26 mpg¹. What is surprising is that it's a RAV4 4WD model powered by an available 269-hp V6. The secret is Dual VVT-i, an engine valve timing technology that optimizes power and fuel efficiency.



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

1. 2011 EPA-estimated mileage for RAV4 V6 4WD models. Actual mileage will vary.



RAV4 fabric in Ash



RAV4 fabric in Sand Beige



Sport fabric in Dark Charcoal



RAV4 available/Limited standard fabric in Ash



RAV4 available/Limited standard fabric in Sand Beige



Sport leather in Dark Charcoal



Limited leather in Ash



Limited leather in Sand Beige



BLACK
Ash, Sand Beige or Dark Charcoal^{1,2} interior



PACIFIC BLUE METALLIC³
Ash, Sand Beige or Dark Charcoal^{1,2} interior



BLACK FOREST PEARL³
Ash, Sand Beige or Dark Charcoal^{1,2} interior



PYRITE MICA⁴
Ash or Sand Beige interior



BARCELONA RED METALLIC
Ash, Sand Beige or Dark Charcoal^{1,2} interior



SANDY BEACH METALLIC⁴
Sand Beige interior



MAGNETIC GRAY METALLIC^{1,2}
Dark Charcoal^{1,2} interior



CLASSIC SILVER METALLIC
Ash or Dark Charcoal^{1,2} interior



BLIZZARD PEARL^{2,4,5}
Ash or Sand Beige interior



SUPER WHITE^{1,3}
Ash, Sand Beige or Dark Charcoal^{1,2} interior



WHEELS

- 1 RAV4 4-cylinder 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 18-in. 5-spoke alloy wheel
- 5 Limited 17-in. 6-spoke alloy wheel

Specifications

| MECHANICAL AND PERFORMANCE | RAV4 | SPORT | LIMITED |
|--|---|------------------------------------|---|
| Engine 2.5-Liter DOHC 16-Valve 4-Cylinder with Dual VVT-i, 179 hp @ 6000 rpm/172 lb.-ft. @ 4000 rpm 3.5-Liter DOHC 24-Valve V6 with Dual VVT-i, 269 hp @ 6200 rpm/246 lb.-ft. @ 4700 rpm | Standard Available | Standard Available | Standard Available |
| Ignition: 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) – 5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) | Standard Available | Standard Available | Standard Available |
| Drivetrain – Front-wheel drive – Electronic On-Demand 4WD | Standard Available | Standard Available | Standard Available |
| Body construction | Unitized body | | |
| 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 model gets sport-tuned shocks and springs) | | |
| Steering | Electric Power Steering (EPS); power-assisted rack-and-pinion | | |
| 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 and solid rear disc brakes with 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA) [®] | | |
| 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 66.5/69.1 |
| 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 (front/second-row/third-row seats) (in.) | | | |
| 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 |
| Seating capacity (standard/with available third-row seat) | 5/7 | 5/NA | 5/7 |
| 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 NA 4600/4720 4895/5015 |
| Towing capacity ⁷ (lb.) (standard/maximum [®]) 4-cylinder V6 | 1500/NA 2000/3500 | 1500/NA 2000/3500 | 1500/NA 2000/3500 |
| Cargo volume ⁹ (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 |

See numbered footnotes in Disclaimers section.

Specifications (continued)

| MECHANICAL AND PERFORMANCE | RAV4 | SPORT | LIMITED |
|---|---|------------------------|------------------|
| TIRES | | | |
| Size – Standard (4-cylinder/V6) – Available (4-cylinder) | P215/70R16/ P225/65R17 P225/65R17 | P235/55R18 NA | P225/65R17 NA |
| Type | All-Season steel-belted radial blackwalls | | |
| Spare – Full-size | Standard | Standard ¹⁰ | Standard |
| MILEAGE ESTIMATES (mpg city/highway)¹¹ | | | |
| 4-cylinder – 2WD – 4WD | 22/28 21/27 | 22/28 21/27 | 22/28 21/27 |
| V6 – 2WD – 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 | – | – | 16-in. steel wheels with wheel covers with P215/70R16 tires | S ¹⁵ | – | – |
| Multi-reflector halogen headlamps with auto on/off feature | – | – | S | 17-in. 5-spoke styled steel wheels with P225/65R17 tires | O/P ¹⁶ | – | – |
| 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 | – | O | – | 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 taillamps 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 |
| Black power outside mirrors with folding feature | S | S | – | Rear window defogger with timer | S | S | S |
| Color-keyed power heated outside mirrors with turn signal indicators and folding feature | – | P | S | Side-opening rear door with hold-open feature | S | S | S |
| Black outside door handles | S | – | – | Unique rear door with chrome accents | – | P | – |
| Color-keyed outside door handles | P | S | S | Color-keyed full-size combination hard/soft outside spare tire cover | S | S ¹⁰ | – |
| Color-keyed outside rear door handle | S | S | S | Color-keyed full-size hard-shell outside spare tire cover | – | – | S |
| Automatic Limited-Slip Differential (Auto LSD) (2WD models) | S | S | S | Color-keyed rear spoiler with LED center high-mount stop lamp | S | S | S |
| Electronic On-Demand 4WD | O | O | O | Color-keyed overfenders | – | S | S |
| Hill Start Assist Control (HAC) ¹³ | O ¹⁴ | O ¹⁴ | O ¹⁴ | Roof rack | O/P | O/P | S |
| Downhill Assist Control (DAC) ¹³ | O ¹⁴ | O ¹⁴ | O ¹⁴ | Roof-mounted XM [®] Radio ¹⁷ antenna | S | S | S |
| Sport-tuned suspension (springs and shock absorbers) | – | S | – | Black rear step bumper protector | S | S | S |
| Power tilt/slide moonroof with sunshade | P | O/P | O/P | Tow Prep Package⁷ (V6 models only) — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator | O | O | O |
| INTERIOR | | | | | | | |
| Air conditioning with air filter | S | S | – | Leather-trimmed 60/40 split, sliding, reclining, fold-flat second-row seat with height-adjustable headrests and center armrest | – | P | P ²⁰ |
| Dual zone automatic climate control with air filter, micro dust and pollen filter and information display | – | – | S | Fabric-trimmed 50/50 Split & Stow 3rd Row [™] seat with fold-flat capability and height-adjustable headrests | O ^{21, 22} | – | O ²² |
| AM/FM CD player with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ compatible (additional hardware and subscription required) | S | S | – | Cruise control | S | S | S |
| AM/FM 6-disc CD changer with MP3/WMA playback capability, six speakers and XM [®] Radio ¹⁷ (includes 90-day trial subscription) | O/P | O/P | S | Tilt/telescopic steering wheel | S | S | S |
| JBL [®] AM/FM 6-disc CD changer with MP3/WMA playback capability, nine speakers including subwoofer, XM [®] Radio ¹⁷ (includes 90-day trial subscription), and hands-free phone capability via <i>Bluetooth</i> ^{®18} wireless technology | – | – | O/P | Urethane steering wheel | S | S | – |
| Touch-screen DVD navigation system, ¹⁹ AM/FM CD player with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ and XM NavTraffic ^{®19} compatible (additional hardware and subscriptions required) | – | O | O/P | Urethane steering wheel with audio controls | P | O/P | – |
| Auxiliary audio jack | S | S | S | Leather-trimmed steering wheel with audio controls | – | – | S |
| Fabric-trimmed 6-way adjustable driver's seat with seatback pocket; 4-way adjustable front passenger seat with seatback pocket | S | S | S | Leather-trimmed steering wheel with audio and <i>Bluetooth</i> ^{®18} hands-free phone controls | – | – | O/P |
| Fabric-trimmed 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket | – | – | O | Optitron instrumentation with amber-illuminated speedometer, tachometer; LCD display with odometer, twin tripmeters, shift indicator, outside temperature gauge, Tire Pressure Monitor System (TPMS); ²³ instant/average fuel economy functions, low fuel and scheduled maintenance indicators | S | S | S |
| Leather-trimmed 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket | – | P | P ²⁰ | Leather-trimmed shift lever with metallic inlay | – | – | S |
| Driver and front passenger heated seats | – | P | P ²⁰ | Chrome-accented shift lever with leather inlay, chrome interior door handles, parking brake tip and vent trim | – | P | – |
| Fabric-trimmed 60/40 split, sliding, reclining, fold-flat second-row seat with height-adjustable headrests and center armrest | S | S | S | Remote keyless entry system | S | S | – |
| | | | | Smart Key System ²⁴ with Push Button Start and remote illuminated entry | – | – | S |
| | | | | Power windows with driver auto up/down with jam protection | S | S | S |
| | | | | Power door locks | S | S | S |
| | | | | Auto-dimming rearview mirror with integrated backup camera monitor ²⁵ | O ²⁶ | O | O |

S = Standard O = Optional – = Not Available P = Feature is available as part of an option package.

See numbered footnotes in Disclaimers section.

Features (continued)

| INTERIOR | RAV4 | SPORT | LIMITED | | RAV4 | SPORT | LIMITED |
|---|-------------------|-------|-----------------|--|---------------------|-------|-----------------|
| Multi-function center console with two illuminated front cup holders, cell phone storage pocket, covered armrest with upper tray and lower console storage box | S | S | S | Cargo area under-floor storage compartment | S ²⁰ | S | S ²⁰ |
| Dual glove compartments with one-touch open/close feature on upper compartment and lockable lower glove compartment | S | S | S | Digital clock | S | S | S |
| Two front and one cargo area 12V auxiliary power outlets | S | S | S | Ten cup/bottle holders | S | S | S |
| 120V AC power outlet | — | — | O/P | Storage pockets in door panels and rear cargo area | S | S | S |
| Cargo area tonneau cover | O/P ²⁰ | O | S ²⁰ | Interior footwell lighting | — | — | S |
| Cargo area second-row-seat one-touch fold-flat levers | S ²⁰ | S | S ²⁰ | Illuminated entry system (key illumination, interior light and front personal light) | S | S | S |
| | | | | Dual sun visors with vanity mirror, sliding extensions and roof-mounted vanity light | S | S | S |
| SAFETY AND CONVENIENCE | | | | | | | |
| STAR SAFETY SYSTEM ™ Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) ²⁷ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ and Smart Stop Technology (SST) ²⁸ | 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 ²⁹ | 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) ²⁹ | S | S | S | Collapsible steering column | S | S | S |
| Driver and front passenger active headrests ³⁰ | S | S | S | Side-impact door beams | S | S | S |
| 3-point seatbelts in all seating positions, with adjustable front seatbelt anchors | S | S | S | Front energy-absorbing crumple zone | S | S | S |
| Driver and front passenger seatbelt pretensioners with force limiters | S | S | S | Soft energy-dissipating interior trim | S | S | S |
| Driver and front passenger seatbelt warning system | S | S | S | Tire Pressure Monitor System (TPMS) ²³ | S | S | S |
| 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 |
| | | | | Engine immobilizer ³¹ | S | S | S |
| | | | | 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 \$570) ³² — 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 \$850) ³² — includes AM/FM 6-disc CD changer with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ (includes 90-day trial subscription), steering wheel audio controls, 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 upgraded fabric interior | | | |
| Value Package (V6 models only) (savings of up to \$570) ³² — includes Daytime Running Lights (DRL), roof rack, and privacy glass on rear side, quarter and rear door windows | | | | Tow Prep Package ⁷ (V6 models only) — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator | | | |
| SPORT | | | | | | | |
| Premium Package — includes leather-trimmed seating surfaces, 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket and driver and front passenger heated seats | | | | Enhancement Value Package (savings of up to \$1000) ³² — includes AM/FM 6-disc CD changer with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ (includes 90-day trial subscription), steering wheel audio controls, Daytime Running Lights (DRL), roof rack, and power tilt/slide moonroof with sunshade | | | |
| Appearance Package ¹⁰ (4-cylinder and V6 4WD models only) — includes unique rear door with chrome accents, run-flat tires, unique RAV4 and Sport badging, stainless steel exhaust tip, color-keyed power heated outside mirrors with turn signal indicators and folding feature, clear rear step 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 ⁷ (V6 models only) — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator | | | |
| LIMITED | | | | | | | |
| Premium Package ²⁰ — includes leather-trimmed seating surfaces, 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket, driver and front passenger heated seats and 120V AC power outlet | | | | Navigation Value Package ²⁰ (savings of up to \$2000) ³² — includes all the features of the Premium Package plus touch-screen DVD navigation system ¹⁹ AM/FM CD player with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ and XM NavTraffic ^{®19} compatible (additional hardware and subscriptions required) (replaces standard 6-disc CD changer), Daytime Running Lights (DRL) and power tilt/slide moonroof with sunshade | | | |
| Premium Plus Value Package ²⁰ (savings of up to \$2000) ³² — includes all the features of the Premium Package plus JBL [®] AM/FM 6-disc CD changer with MP3/WMA playback capability, nine speakers including subwoofer, XM [®] Radio ¹⁷ (includes 90-day trial subscription), hands-free phone capability via <i>Bluetooth</i> ^{®18} wireless technology, Daytime Running Lights (DRL) and power tilt/slide moonroof with sunshade | | | | Tow Prep Package ⁷ (V6 models only) — includes 3500-lb. towing capacity, upgraded radiator, fan coupling and alternator | | | |
| OPTIONS | | | | | | | |
| | RAV4 | SPORT | LIMITED | | RAV4 | SPORT | LIMITED |
| 17-in. 5-spoke styled steel wheels with P225/65R17 tires | O/P ¹⁶ | — | — | Auto-dimming rearview mirror with integrated backup camera monitor ²⁵ | O ²⁶ | O | O |
| 17-in. 5-spoke alloy wheels with P225/65R17 tires | O/P | — | — | Fabric-trimmed 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket (includes 120V AC power outlet) | — | — | O |
| Roof rack | O/P | O/P | S | Fabric-trimmed 50/50 Split & Stow 3rd Row™ seat with fold-flat-into-floor capability and height-adjustable headrests | O ^{21, 22} | — | O ²² |
| Cargo area tonneau cover | O/P ²⁰ | O | S ²⁰ | Power tilt/slide moonroof with sunshade | P | O/P | O/P |
| AM/FM 6-disc CD changer with MP3/WMA playback capability, six speakers and XM [®] Radio ¹⁷ (includes 90-day trial subscription) | O/P | O/P | S | Privacy glass on rear side, quarter and rear door windows | O/P | S | S |
| JBL [®] AM/FM 6-disc CD changer with MP3/WMA playback capability, nine speakers including subwoofer, XM [®] Radio ¹⁷ (includes 90-day trial subscription), and hands-free phone capability via <i>Bluetooth</i> ^{®18} wireless technology | — | — | O/P | Auto on/off headlamps | — | O | S |
| Touch-screen DVD navigation system ¹⁹ AM/FM CD player with MP3/WMA playback capability, six speakers, XM [®] Radio ¹⁷ and XM NavTraffic ^{®19} compatible (additional hardware and subscriptions required) | — | O | O/P | Daytime Running Lights (DRL) | O/P | O/P | O/P |

See numbered footnotes in Disclaimers section.

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.

TOYOTA CARE



ToyotaCare

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.

DISCLAIMERS

1. Not available on Limited. **2.** Not available on RAV4. **3.** Not available with Appearance Package. **4.** Not available on Sport. **5.** Extra-cost color. **6.** 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. **7.** 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. **8.** Requires available Tow Prep Package. **9.** Cargo and load capacity limited by weight and distribution. **10.** The Appearance Package replaces standard tires with run-flat tires and does not include a spare tire or spare tire cover. **11.** 2011 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.** 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. **14.** Standard on 4-cylinder and V6 models equipped with third-row seat. Not available on Sport 4-cylinder models. **15.** Standard on RAV4 4-cylinder models. Not available with third-row seat. **16.** Standard on RAV4 V6 models, available on RAV4 4-cylinder models. **17.** XM services require a subscription after 90-day trial period. Subscriptions governed by XM Customer Agreement available at xmradio.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 unless you call 1-800-967-2346 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. **18.** 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. **19.** 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. **20.** Not available with third-row seat. **21.** Requires 17-in. 5-spoke styled steel wheels or 17-in. 5-spoke alloy wheels. **22.** Not available with tonneau cover. Deletes cargo area second-row-seat one-touch fold-flat levers and cargo area under-floor storage compartment. **23.** 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. **24.** 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. **25.** 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. **26.** Requires Value Package, Upgrade Value Package or privacy glass. **27.** 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. **28.** 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. **29.** 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. **30.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **31.** 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 **32.** Package savings based on MSRP of package features. MSRP may not reflect actual dealer sales price. Customer savings will vary.

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 hitch receivers/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 posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



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

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