





2010 RAV4 ACCESSORIES

ALL-WEATHER FLOOR MATS	6	INTERFACE KIT FOR IPOD®	3
ASHTRAY KIT	10	MUDGUARDS.....	4
AUTO-DIMMING MIRROR	5	PAINT PROTECTION FILM	10
BLU LOGIC® HANDS-FREE SYSTEM.....	5	REMOTE ENGINE STARTER	5
BODY SIDE MOLDINGS	4	SATELLITE RADIO.....	3
CARGO COVER	8	SHIFT KNOB	8
CARGO LINER	8	SPORT PEDALS	7
CARGO MAT	8	TOWING RECEIVER HITCH	4
CARGO NET TRAY	9	TRD AIR FILTER.....	11
CARGO TOTE	9	TRD OIL CAP	11
CARGO TRAY	9	TRD OIL FILTER.....	11
CARPET FLOOR MATS.....	6	TRD PERFORMANCE BRAKE PADS	11
EMERGENCY ASSISTANCE KIT	10	TUBE STEPS.....	7
EXHAUST TIP	6	VIP SECURITY – RS3200 PLUS	5
FIRST AID KIT.....	10	WHEEL LOCKS.....	10
HOOD PROTECTOR.....	7	WIRELESS HEADPHONES.....	6



This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

Please see the TRD catalog, visit www.trdusa.com or call 800-688-5912 for a complete list of TRD products and warranty information.

Whether you're interested in enhancing performance, styling, or protection, only Genuine Toyota Accessories give you complete confidence and peace of mind in your decision to customize your Toyota.

Why? Only Genuine Toyota Accessories are tested and approved for use on each Toyota vehicle. Only Genuine Toyota Accessories are specifically designed and engineered to comply with Toyota's safety and reliability standards. And, when purchased at the same time as your new vehicle, only Genuine Toyota Accessories are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

To learn more about the benefits of Genuine Toyota Accessories compared with non-Genuine accessories, please visit www.toyota.com/genuine or contact your Toyota dealer.



Be Genuine.



SATELLITE RADIO

Celebrate freedom from static and ensure you always have the perfect soundtrack for the streets at your fingertips with XM Radio¹. With over 170 channels, XM brings you more of what you love. Get commercial-free music plus all of your favorite sports, news, talk and entertainment along with dedicated channels for instant traffic and weather reports. Everything worth listening to is now on XM.

¹Functioning XM Radio requires a compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia.



INTERFACE KIT FOR IPOD®

Enjoy the convenience of operating your iPod® through your vehicle's audio system, using either the steering pad or audio system controls, courtesy of the interface kit for iPod. Using a proprietary 30-pin Apple iPod connector—via a connection point in the glove compartment—you can connect, control and charge your iPod while it remains concealed in the glove compartment.

iPod and accessories not included. iPod is a registered trademark of Apple Inc.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



MUDGUARDS

Equip your RAV4 with durable front and rear mudguards, designed specifically to integrate with your RAV4's styling, body panels, structure and clearances—while helping to provide protection for your factory paint from mud and dirt, as well as stone-chipping. Utilizing existing vehicle attachment points, mudguards are simple to install and can be painted to match your RAV4.



TOWING RECEIVER HITCH

Every Toyota tow hitch features a model-specific design that's precisely engineered to achieve your vehicle's safest maximum tow rating and is subject to an uncompromising design, testing and manufacturing process. Toyota tow hitches feature a dual-layer painting process for help protect against corrosion, the elements and from ultraviolet (UV) rays to maintain its long-term appearance.

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.



BODY SIDE MOLDINGS

Color-matched body side moldings help protect your doors from scratches, dents and chipping, while adding a touch of elegance to your RAV4's appearance. All body side moldings feature a high quality factory finish and are engineered specifically for your model, ensuring a precise fit. Body side moldings also help maintain your RAV4's resale value.

OTHER MODELS:

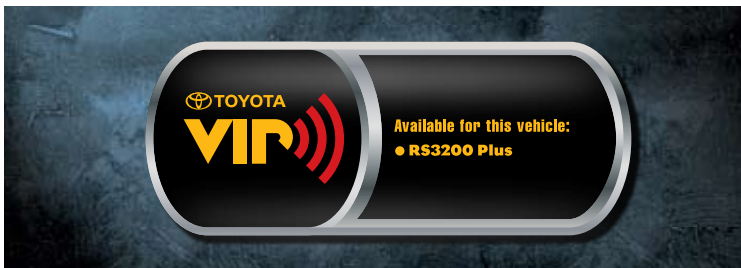
CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

AUTO-DIMMING MIRROR

Relieving you from the glare of headlights from behind your vehicle, the auto-dimming mirror automatically reduces the reflection rate of your inside mirror to dampen glare and help improve your rear view during nighttime driving. The inside mirror also conveniently displays a compass in the upper right-hand corner of mirror.

**VIP SECURITY – RS3200 PLUS**

The VIP RS3200 (Vehicle Intrusion Protection) is a complete vehicle security system with alarm, glass breakage sensor and keyless entry including remote lock/unlock. Your RAV4 security system activates immediately if the glass is broken or if forced entry of a side door (or the trunk) is attempted. The system also includes a wide range of convenience features including: remote rearming/relocking, door ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter.

REMOTE ENGINE STARTER

Enjoy the luxury of having your vehicle ready and waiting with a comfortable interior temperature on cold winter mornings or hot summer afternoons, courtesy of the VIP Remote Engine Starter. This clever accessory allows you to start the engine—and to activate the air conditioner, heater, defroster and defogger functions—before entering your vehicle. It's fully integrated into your factory security/keyless entry system, so there's no need for an additional remote.

BLU LOGIC® HANDS-FREE SYSTEM

Enjoy the ultimate convenience of hands-free cell phone use—and comply with regulations restricting use of cell phones while driving—courtesy of the BLU Logic® Hands-free System. BLU Logic integrates with your factory audio system speakers, allowing you to answer incoming calls with the push of a button, while outgoing calls are as simple as speaking into the fixed microphone provided.

Visit blulogicupdate.com for a list of compatible devices.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



WIRELESS HEADPHONES

Stylish, lightweight and fully adjustable, wireless headphones complement your rear seat entertainment system with rich, dynamic sound quality. Cushioned padding helps ensure comfort, while individual volume control allows passengers a personalized audio experience. There's also an "Auto-off" mode to help extend battery life.

ALL-WEATHER FLOOR MATS

Complement your interior and help protect your original carpeting from dirt, mud, snow and slush with these all-weather floor mats, custom-fit to your vehicle's interior and embellished with a custom-molded RAV4 logo. The mats feature a multi-dimensional design that channels liquids and debris away from your feet, along with a molded outer edge or perimeter "lip" to prevent moisture from reaching your vehicle's carpeting or flooring.



CARPET FLOOR MATS

Custom-tailored for an exact fit, the carpet floor mats are constructed of high-grade plush nylon carpet, color-matched to your vehicle's interior and include an embroidered RAV4 logo. An aggressive no-slip backing helps keep the mats in position to protect your original carpet from premature wear and stains. They're also removable and easy to clean.



EXHAUST TIP

This polished stainless steel exhaust tip is the ideal finishing touch to enhancing your RAV4's exterior appearance. The exhaust tip is constructed of corrosion-resistant, double-walled 304 stainless steel, polished to a brilliant shine for long-lasting beauty. Easy, bolt-on installation.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

TUBE STEPS

Durable, chip- and rust-resistant aluminum tube steps feature a stunning silver powder coat finish and provide dual molded skid-resistant step pads on both sides of the RAV4 for easy entry and exit. Featuring a lightweight, yet high-strength construction, tube steps add a valuable measure of convenience to your RAV4. Easy, no-drill installation.



SPORT PEDALS

Featuring a stylish combination of brushed aluminum and black rubber to enhance your vehicle's interior appearance, these sport pedal pads offer a custom race-inspired upgrade to your stock pedals. Designed to work with your existing pedals and ready to install, pedal pads are available for both manual and automatic transmission models.

HOOD PROTECTOR

Featuring highly impact-resistant polycarbonate material offering superior strength, durability and flexural characteristics, the hood protector helps protect your hood and factory paint finish from damage that can occur during daily use. Mounting hardware and simple no-drill installation instructions included.



OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

CARGO MAT

Help protect your cargo area from premature wear with this highly resilient cargo mat that's resistant to fading, oils and chemicals for unsurpassed durability. It's color-coordinated to match your vehicle's interior and features the RAV4 logo. Sturdy rubber-backed construction helps prevent the mat from sliding.



CARGO LINER

Protect your cargo area—and rear seatbacks—from scuffs, spills and other damage to the interior that can occur while transporting loads in your cargo area. Custom-designed for a precise fit to your RAV4, the cargo liner provides a practical protective covering for your cargo area, with rear seats up or down. It's easily installed or removed and helps keep your cargo area looking like new.

SHIFT KNOB

Upgrade your stock shift knob with this premium chrome- and leather-trimmed shift knob, custom-styled to reflect the RAV4's unique personality. Featuring a unique "hollow" 3D design, this distinctive shift knob offers a firm grip to enhance your driving experience, while adding a touch of elegance to your interior.



CARGO COVER

Customized for a precise fit to your RAV4, this handy cargo cover attaches to your rear seats, providing added security for items stored in your cargo area. Manufactured from durable coated stain-resistant material, the cargo cover is resistant to ultraviolet rays, offering valuable protection against sun damage and fading. It's easy to install or remove—and is washable.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



Horizontal position



Vertical position

CARGO NET TRAY

The cargo net tray offers added convenience and enhanced functionality for your RAV4's rear cargo area. Constructed of durable mesh netting coupled with two light weight, high-strength aluminum poles that feature spring loaded tips, the cargo net tray can be positioned either horizontally or vertically to suit your needs. Horizontally it acts as a tray to hold smaller, light weight items or vertically it can be positioned to divide the cargo area and help prevent items from rolling out of the vehicle when the hatch is opened.



CARGO TOTE

The collapsible soft-sided cargo tote is designed to hold a variety of smaller everyday items, helping to ensure they don't shift around or tip over in your cargo area. For added convenience, the tote includes removable plastic divider panels that hold items upright. It also features two carrying handles for easy loading and unloading, folds flat when not in use, and pops up easily when needed.



CARGO TRAY

Carry what you need while keeping your cargo area protected from spills, dirt, water, snow and other debris with this tough, molded cargo tray. It's custom-fitted to your RAV4's cargo area and made from a flexible polymer blend with a skid-resistant surface, helping to ensure cargo stays in place. The cargo tray also features a perimeter "lip" to help contain spills. Plus it's easy to clean with just a hose or soap and water.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



As shown on the 2010 4Runner.

PAINT PROTECTION FILM

Help protect your RAV4's factory paint from sand, stones, insects and other road debris that can chip and scratch the finish with paint protection film. Constructed from durable, colorless urethane and nearly invisible, it can be applied to the frontal impact areas of the vehicle including the hood and fenders, helping maintain a like-new appearance.



ASHTRAY KIT

Featuring a UV protected plastic cup and hinged lid that fits snugly inside the RAV4's cup-holder, this self-contained unit offers an easily removable ashtray. Convenient for both driver and passenger use, it helps prevent flyaway ash.

EMERGENCY ASSISTANCE KIT

This durable nylon kit features tools and supplies for handling minor emergency situations and repairs, without having to wait for a tow truck or repair service. Contents include booster cables, tire pressure gauge, hose clamp/tape, pocket tool and work gloves—plus essential emergency supplies such as survival wrap blankets, poncho, flashing LED lights, flashlight/lantern and water bag.



WHEEL LOCKS

Constructed of forged, thoroughly hardened and tempered steel for structural integrity, with triple-nickel or zinc plating, these wheel locks provide inexpensive, dependable protection against wheel and tire theft. All wheel locks are precision weight-balanced to the stock lug nut weight, eliminating the need for rebalancing after installation.



FIRST AID KIT

This soft-sided, black PVC zipper case is designed to mount inside the cabin or cargo area, ensuring practical first aid supplies are always close at hand. Contents include tweezers/magnifier, insect sting pads, towelettes, adhesive bandages, butterfly strips, sterile gauze, stretch bandage with metal clips, muslin sling, adhesive tape, scissors and an emergency blanket.



OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

TRD OIL FILTER

Spoil your RAV4 with state-of-the-art engine protection, courtesy of the TRD high-performance oil filter. TRD oil filters use a 100-percent synthetic fiber filtration medium to provide the highest possible dirt removal efficiency, along with the lowest possible flow restriction.



TRD PERFORMANCE BRAKE PADS

Boost braking performance and reduce fade during repeated stops or extended downhill driving with TRD's high-performance, high-friction brake pads. Made from an aramid and ceramic-strengthened compound, TRD brake pads deliver an optimum combination of cold and hot friction, with minimal brake noise and enhanced stopping power. They offer an excellent price-to-performance ratio in a high-performance street pad.

TRD AIR FILTER

Providing engine protection and potentially increasing engine output, the TRD high-performance air filter features a unique, oiled four-ply cotton gauze design that maximizes the filter's media area for superb filtration and enhanced airflow. A rugged polyurethane body holds the filter element, which is enclosed in durable epoxy coated mesh and an elastomeric seal for a precision, leak-free fit. It's also washable, reusable and designed to last the lifetime of your RAV4.



TRD OIL CAP

They may go on like the stock oil cap, but these highly polished forged billet aluminum TRD oil caps provide a customized race-ready look that's anything but stock. Finished with a high-luster coating, you can be confident they will maintain their appearance for years to come. Available in two styles. Simple, twist-on application.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

Accessories Not Shown

Cargo Net
•
Door Sill Enhancements
•
Spare Tire Cover
•
Trailer Ball

Get More From Toyota



Toyota Rewards Visa®

Earn points to redeem toward genuine Toyota and TRD performance accessories and more. Visit www.ToyotaRewardsVisa.com or call 866-614-8845 for more details.

On approved credit. Terms, conditions, and other restrictions apply. The creditor and issuer of the Toyota Rewards Visa Card is Toyota Financial Savings Bank.



This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

The TRD Supercharger and/or TRD Cold Air Intake are to be sold as a dealer installed or over-the-counter option, after the retail sale of the vehicle the Supercharger and/or Cold Air Intake may not be sold to the customer at the same time as the new vehicle and may not be financed together with the new vehicle. The TRD Supercharger is not compatible with Flex Fuel Vehicles.

Please see the TRD catalog, visit www.trdusa.com or call 800-688-5912 for a complete list of TRD products and warranty information.

1 800-GO-TOYOTA ♦ www.toyota.com

00421-RAV10

 Printed on recycled paper 10% post-consumer waste.