

RAV4 Prime

Plug-In Hybrid



2021



TOYOTA

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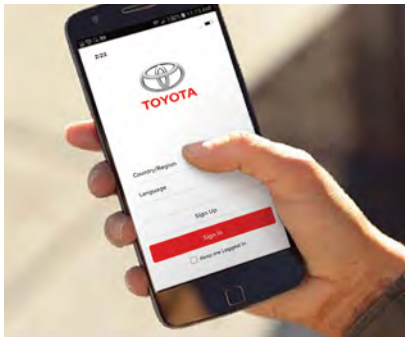
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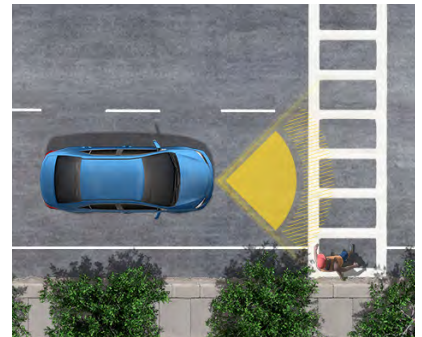
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INTRODUCING THE 2021 RAV4 PRIME

The most electrifying RAV4 ever made.



Experience the power of plugging in.

Meet the first ever RAV4 plug-in-hybrid - our most powerful RAV4 yet, with an advanced plug-in hybrid powertrain that generates 302 net horsepower. Best of all, you can choose to plug it in, gas it up, or both. And with the added benefit of Electronic On-Demand All-Wheel Drive (AWD), this sporty SUV helps to give you the confidence you need to easily devour wide-open stretches of highway, your favourite dirt road, and everything in between.

[Click to Learn More](#)

2021 RAV4 PRIME



EXTERIOR DESIGN

Bold meets beautiful.



Distinctly bold and intelligently designed.

The RAV4 Prime flaunts its bold, athletic attitude with a striking front grille that includes a unique front lower spoiler. Complementing its sporty styling are piano black exterior accents and available features such as vertical LED accent lights, 19-inch alloy wheels, two-tone exterior paint colours, and a panoramic moonroof.



INTERIOR STYLING

Get in and go all out.

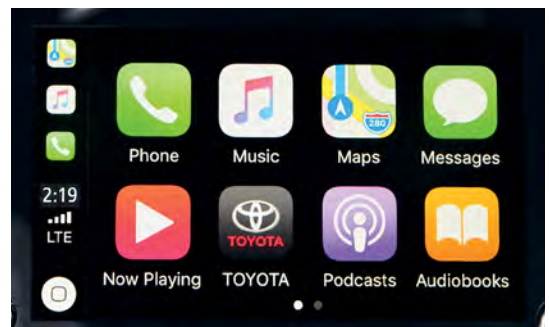
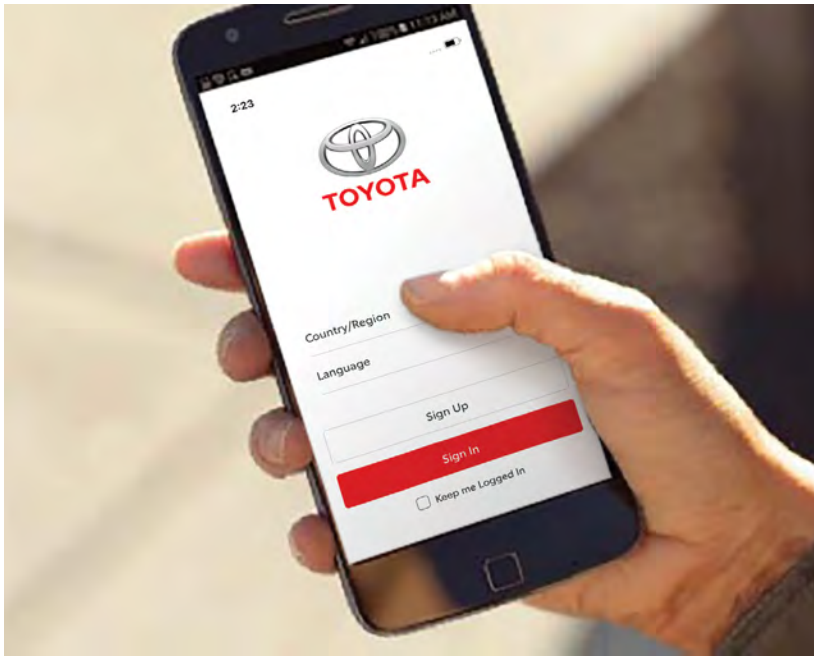


Equipped and optimized for adventure.

The RAV4 Prime's premium interior surrounds you in comfort with heated front and rear seats, an 8-way power adjustable driver's seat, a heated steering wheel, and ambient lighting to accentuate an already spirited ride. A host of intuitive features that include an 8-inch touch-screen display, available Qi wireless charging, a Bird's-Eye-View Camera, and a Head-Up display help you to stay connected and focused on the road ahead.

TECHNOLOGY

Made for modern life.



CONNECTED SERVICES BY TOYOTA¹

Staying connected has never been easier with a suite of available connectivity features including Remote Connect, Safety Connect[®], Service Connect, and Destination Assist to help enhance your driving experience.

ANDROID AUTO^{™1} COMPATIBILITY

Bring your favourite smartphone apps into one place for easy access navigation, media, and communication apps. With Google Assistant[™], you can perform actions with your voice, keeping your eyes on the road and your hands on the wheel.

APPLE CARPLAY^{™1} COMPATIBILITY

Connect a compatible iPhone[®] to get directions, make calls, send and receive messages, and listen to your playlists with your voice through Siri[®] or the steering wheel controls – all while maintaining focus on your drive.

PERFORMANCE

Electrifying performance. Efficiently powered.



Spend more time on the road. Spend less on fuel.

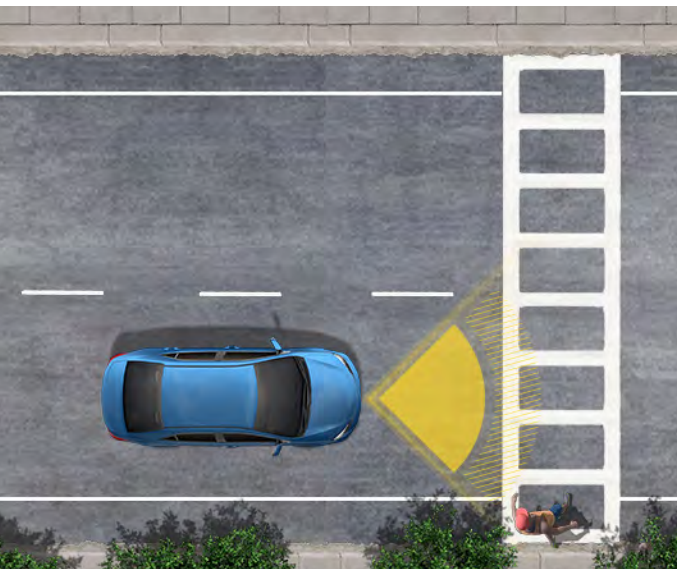
The RAV4 plug-in hybrid doesn't compromise on performance – it enhances it – making it the quickest, most powerful RAV4 yet. It features a fuel efficient 2.5-litre engine that offers 302 net horsepower and 165 lb.ft. of peak torque and seamlessly uses a blend of power from the gasoline engine and hybrid battery so you never have to worry about finding a charging station. For demanding road conditions, the standard Electronic On-Demand All-Wheel Drive system automatically supplies power to the rear wheels to help provide instant improved traction.



SAFETY

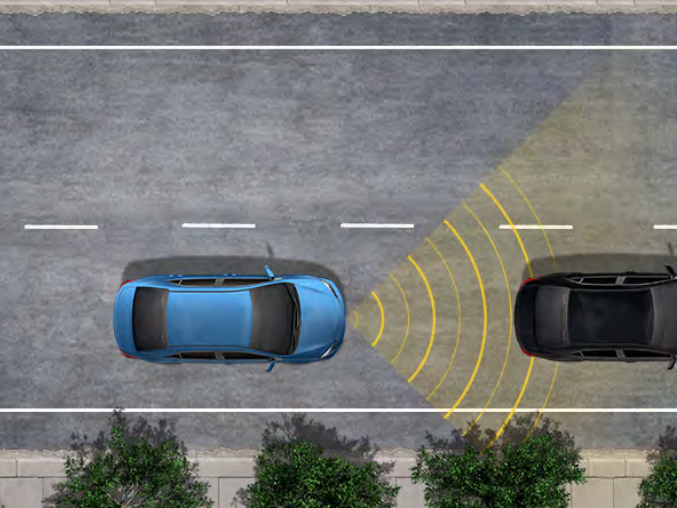
Toyota Safety Sense™ 2.0

No matter what roads you travel, Toyota Safety Sense™ 2.0 is always there to help keep you as safe as possible. It's an advanced suite of innovative safety features that comes standard on the 2021 RAV4 Prime, and it is designed to help protect drivers, passengers, pedestrians, and people in other vehicles from harm.



PRE-COLLISION SYSTEM WITH PEDESTRIAN & BICYCLE DETECTION³

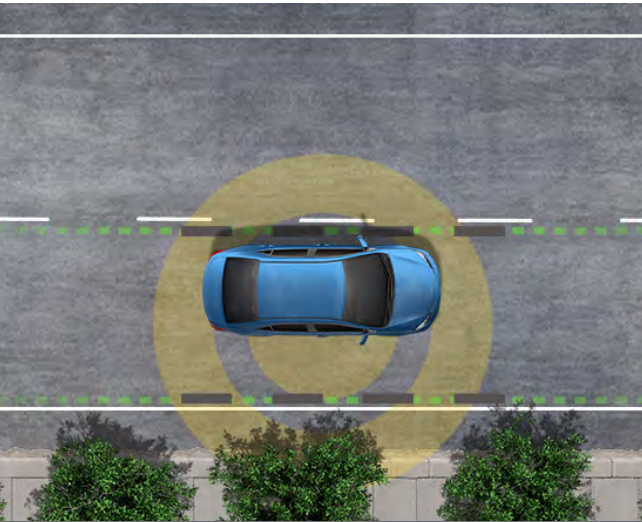
Provides collision avoidance or collision mitigation support in speed ranges where frontal collisions are likely to occur. The latest system has enhanced low-light capabilities to help detect pedestrians at night. In certain conditions during the day, the Pre-Collision System with Pedestrian and Bicycle Detection may also help to detect leading and crossing cyclists and help prevent or mitigate a collision.



FULL-SPEED RANGE DYNAMIC RADAR CRUISE CONTROL⁴

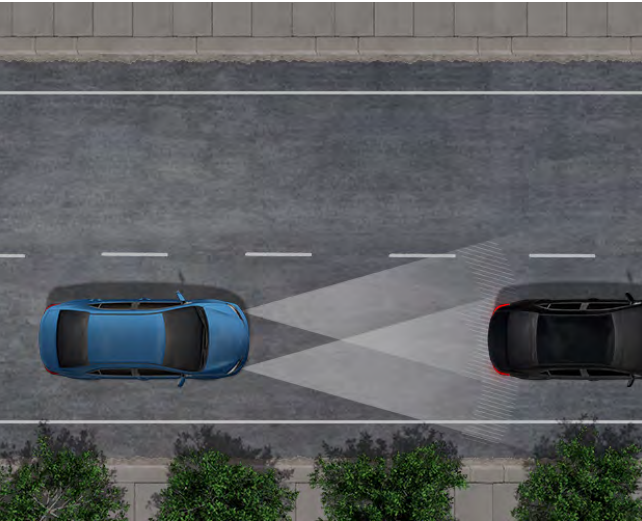
Dynamic Radar Cruise Control (DRCC) uses vehicle-to-vehicle distance control, which adjusts your speed, to help you maintain a preset distance from vehicles ahead of you that are driving at a slower speed. DRCC uses a front-grille-mounted radar and an in-vehicle camera designed to detect vehicles and their distance.

STANDARD TOYOTA SAFETY SENSE™ 2.0



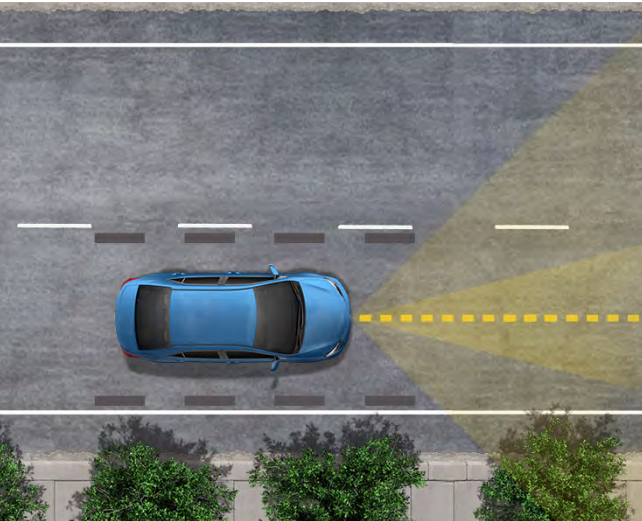
LANE DEPARTURE ALERT WITH STEERING ASSIST⁵ & ROAD EDGE DETECTION

Alerts you if you start to drift out of your lane when visible lane markings or the road edge is detected. The Steering Assist function may also provide small corrective steering inputs.



AUTOMATIC HIGH BEAMS⁶

Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beams can switch between high and low beams for you.



LANE TRACING ASSIST⁷

Provides steering support to help the driver keep the vehicle centred in its lane when Dynamic Radar Cruise Control is in operation.

SE



EXTERIOR COLOURS⁸ | [CLICK VEHICLE FOR COLOUR OPTIONS >](#)



DRIVETRAIN

- 2.5 Litre, 4-Cylinder, Hybrid Synergy Drive
- Variable Valve Timing with Intelligence, Drive Mode Select – EV & ECO Modes
- Electronically Controlled, Continuously Variable Transmission (eCVT)
- Electronic On-Demand All-Wheel Drive with intelligence, Trailer-Sway Control
- Lithium-ion (Li-ion) Battery
- 6.6 kW AC Charger
- Combined City & Highway Rating (HV) 6.0 L/100 km 47 mpg⁹
- Combined City & Highway Rating (EV) 2.5 L_e/100 km 94 mpg_e¹⁰

ENTERTAINMENT & CONNECTIVITY

- 8" Touch Screen, 6-Speakers
- Apple CarPlay™¹¹ Compatibility
- Android Auto™¹¹ Compatibility
- USB Input Ports, Auxiliary Input Jack, Bluetooth®
- 7" TFT Multi-Information Display, Backup Camera

INTERIOR

- Fabric Seat Material
- Interior with Red Stitching
- Dual Zone Automatic Climate Control
- Heated Front & Rear Seats
- Power 8-Way Adjustable Driver's Seat with Lumbar Support
- Piano Black Accented Instrument Panel Trim
- Heated Leather-Wrapped Steering Wheel
- Tonneau Cover

EXTERIOR

- Rain Sensing Wipers
- Projector LED Headlamps
- 18" Aluminum Alloy Wheels & P225/60R18 All-Season Tires

SAFETY

- Toyota Safety Sense™ 2.0 – Pre-Collision System with Pedestrian & Bicycle Detection, High-Speed Dynamic Radar Cruise Control, Lane Departure Alert with Steering Assist & Road Edge Detection, Automatic High Beams
- Star Safety System™¹¹
- 8 Airbags
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Smart Key System (3-door) with Push Button Start

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XSE



EXTERIOR COLOURS⁸ | [CLICK VEHICLE FOR COLOUR OPTIONS >](#)



Adds to or replaces features offered on SE

ENTERTAINMENT & CONNECTIVITY

- Audio Plus with Remote¹ – includes Remote Connect (1 year trial - includes Remote Climate Start, Charge Management, Charging Station Locator; does not include Engine Start/Stop, Door Lock/Unlock), Safety Connect (1 year trial), Service Connect (10 year trial)
- Qi Wireless Charging

INTERIOR

- Sport Fabric/SofTex[®] Seats
- Auto-Dimming Rear- View Mirror
- Illuminated Entry

EXTERIOR

- Power Moonroof
- Unique Black Roof
- Power Back Door
- Vertical LED Driving Lights
- 19" Aluminum Alloy Wheels & P235/55R19 All-Season Tires

SAFETY

- Vehicle Anti-Theft System

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XSE

TECHNOLOGY PACKAGE



EXTERIOR COLOURS⁸ | [CLICK VEHICLE FOR COLOUR OPTIONS >](#)



Adds to or replaces features offered on XSE

ENTERTAINMENT & CONNECTIVITY

- Premium Audio with Remote¹ – includes Embedded Navigation, Destination Assist (1 year trial)
- Head-Up Display
- Bird's-Eye-View Monitor
- 110 V Outlet (1500 W High Output)

INTERIOR

- Leather Seat Surfaces
- Heated & Ventilated Driver & Front Passenger Seats
- Driver Seat Memory System
- Power 4-Way Passenger Seats

EXTERIOR

- Panoramic Moonroof
- Kick Sensor Power Back Door
- Auto Headlamp Levelling
- Adaptive Front Lighting System

SAFETY

- Intelligent Clearance Sonar with Rear Cross-Traffic Braking
- Smart Key System (5-door) with Push Button Start

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— ACCESSORIES —

Toyota Genuine Accessories are custom designed and engineered to fit your specific Toyota vehicle and are backed by a Toyota Warranty.



Hood Deflector



Toyota Genuine Dash Camera



Body Side Mouldings



Roof Rack - Cross Bars



Pro Series Paint Protection Film



Running Boards

- Auto-Dimming Rear-View Mirror (with HomeLink®)
- Body Side Mouldings
- Cargo Liner
- Cargo Net
- Door Handle Protection – Set of four
- Hood Deflector
- Premium Plug-in Block Heater
- Pro Series Paint Protection Film
- Rear Bumper Protector
- Roof Rack - Cross Bars
- Running Boards
- Side Window Deflectors
- Towing Hitch (2" Receiver), Ball Platform & Wire Harness - In Development
- Toyota Genuine Dash Camera
- Universal Tablet Holder

— NEW VEHICLE WARRANTY COVERAGE —

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/60,000 kms whichever comes first (all components that are defective in material or workmanship excluding normal wear and maintenance items).

36 MONTHS
OR
60,000 km

HYBRID-RELATED COMPONENT COVERAGE

Hybrid-related components, including the battery control module, hybrid control module and inverter with converter, are covered for 96 months/160,000 kms.

96 MONTHS
OR
160,000 km

HYBRID BATTERY

HV battery is covered for 120 months/240,000kms, whichever comes first. Warranty coverage is subject to terms and conditions.

120 MONTHS
OR
240,000 km

POWERTRAIN

60 months/100,000 kms, whichever comes first (engine, transmission/transaxle, drive system, seatbelts and airbags).

60 MONTHS
OR
100,000 km

CORROSION PERFORATION

60 months/unlimited kms (corrosion perforation of sheet metal).

60 MONTHS
OR
UNLIMITED km

EMISSIONS

Coverages vary under Federal and Provincial regulations.

REFER TO APPLICABLE OWNER'S MANUAL SUPPLEMENT FOR DETAILS.

— D I S C L A I M E R S —

(1) Driving while distracted can result in loss of vehicle control. Some features may be locked out while the vehicle is in gear. To reduce risk of accident while driving, exercise care when using the systems (even with the voice commands) and obey all local laws concerning use of the systems while driving (as some laws prohibit the use of electronic devices while operating a vehicle). Once the Connected Services by Toyota trial subscription expires, paid enrollment is required. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. Android Auto and Google Assistant are trademarks of Google LLC. A compatible customer phone pairing is required and customers are responsible for all data charges. (2) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended. (3) The TSS Pre-Collision System is designed to help avoid or reduce the impact speed and damage in certain frontal collisions only. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions. (4) Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions. (5) Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. (6) Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off. (7) Lane Tracing (Trace) Assist (LTA) is designed to read visible lane markers and detect other vehicles under certain conditions. When potential lane departure is detected, LTA provides a visual warning and either an audible alert or vibration in the steering wheel and can apply a slight steering force. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on many factors including road, weather and vehicle conditions. (8) Not all exterior and interior colour options are available for every model. (9) Fuel efficiency estimates were determined using approved Government of Canada test methods. Actual fuel consumption will vary based on driving habits and other factors. (10) Fuel consumption for RAV4 Prime are based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. $L_e/100$ km represents the electric equivalent of L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle.

Details on the above features can be found in the Owner's Manual or contact your local Toyota Dealer.

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TOYOTA
PROUD PARTNER

