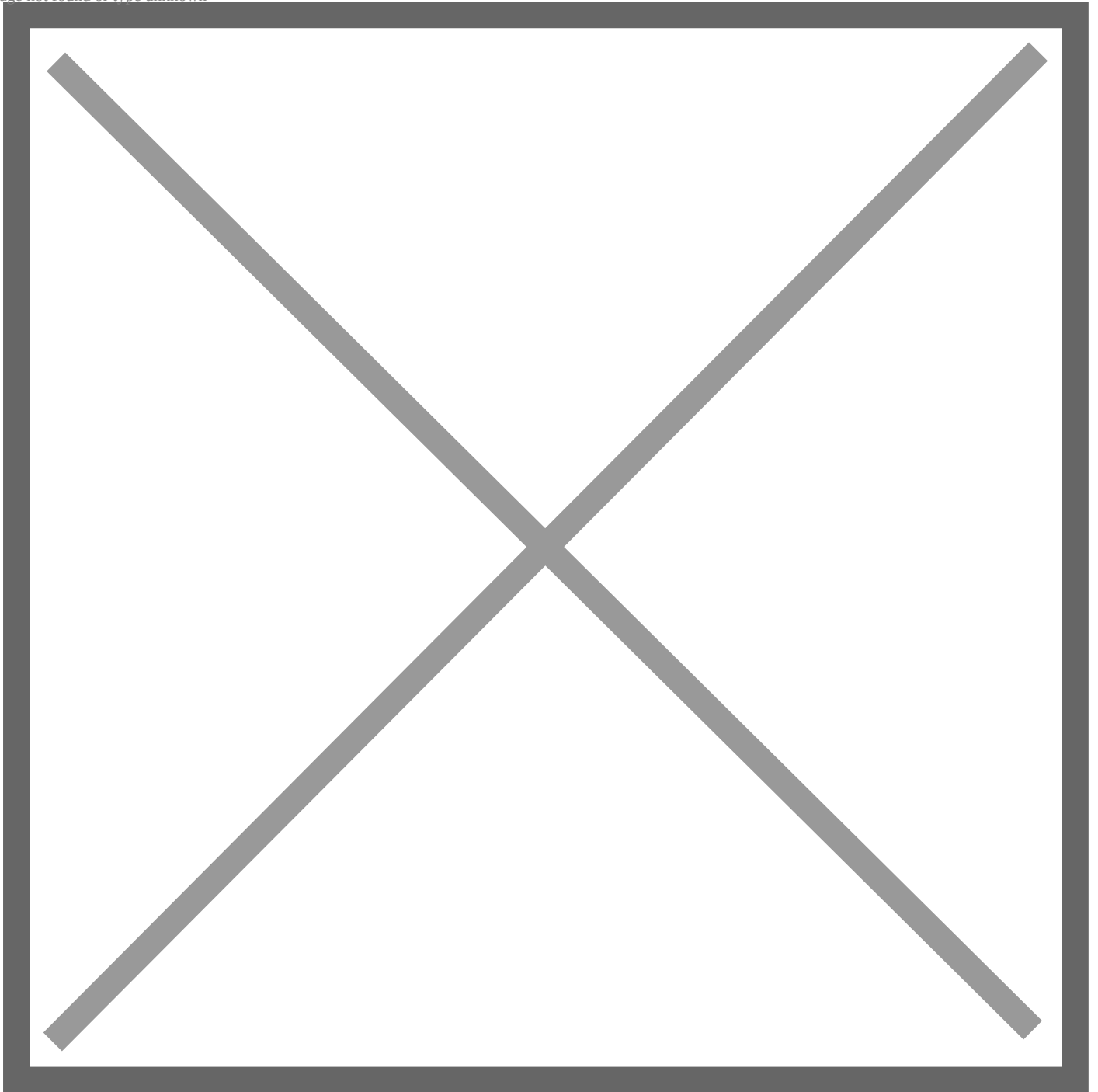


Toyota Unveils Tech-Laden and Sporty Fifth-Generation RAV4

March 28, 2018

Image not found or type unknown



NEW YORK, March 28, 2018 — On March 28, the all-new 2019 Toyota RAV4 makes its global debut at the 2018 New York International Auto Show. As the original small SUV that created the segment, RAV4 has taken its guests on countless adventures for over two decades, earning the current rank of the best-selling Toyota in the country. For its fifth generation, the all-new RAV4 debuts more powerful, roomier and fuel-efficient than ever before. RAV4 will be showcased alongside Toyota's full vehicle lineup of cars, trucks, SUVs and future mobility vehicles.

The 2019 RAV4 possesses an entirely reimagined design and performance, thanks to the implementation of its new Toyota New Global Architecture (TNGA) platform and two new powertrains. With the platform comes a Multi-Link Rear Suspension, and an available Toyota-first Torque Vectoring All-Wheel Drive with Driveshaft Disconnect system giving drivers improved handling. Multi-Terrain Select is also available for guests who want to take their adventures off the pavement.

A new hybrid grade makes its debut on RAV4: XSE Hybrid. RAV4 XSE Hybrid is the sportiest of all grades and is expected to achieve class-leading fuel economy.

With anticipated class-leading cargo space, the 2019 RAV4 also comes standard with Toyota Safety Sense 2.0 (TSS 2.0) and Entune 3.0 with Wi-Fi Connect, Amazon Alexa connectivity and Apple CarPlay.

Auto show attendees will also get a firsthand look at the all-new 2019 Corolla Hatchback, making its North American debut. With a striking interior and exterior design and enhanced performance capabilities, the fun-to-drive Corolla Hatchback is agile, sporty and practical. It's equipped with a new TNGA powertrain—a 2.0-liter four-cylinder gasoline Dynamic Force Engine that's more powerful and fuel efficient—as well as an all-new TNGA platform and available sport-tuned suspension.

Other standout features include standard TSS 2.0, a lightweight composite hatch, Entune 3.0 with WiFi Hotspot, Apple CarPlay and Toyota Remote Connect with Smartwatch and Amazon Alexa Connectivity. An Adaptive Front Lighting System and Qi Wireless Charging are also available.

Also on display, for the first time ever, is the 2019 Yaris, replacing the 2018 Yaris iA. Featuring a redesigned sport-inspired front grill, the new Yaris is equipped with a standard low-speed pre-collision system, and a standard 7.0-inch touchscreen multimedia system with voice recognition, remote interface, steering wheel controls and Bluetooth connectivity. LED automatic headlights are also available. It has a highway rating of up to 40 EPA MPG. In addition to L and LE grades, the 2019 Yaris comes in a new XLE premium grade, featuring leather accents and a leatherette interior.

Also on display: the all-new 2019 Avalon, which debuted at the 2018 North American International Auto Show in Detroit. Toyota's flagship midsize sedan boasts standard passive and active safety benefits through Toyota Safety Sense P (TSS-P). Its athletic handling is enhanced by available Adaptive Variable Suspension (AVS), a Toyota-first, helping the all-new Avalon outperform its peers. The Avalon mixes a bevy of additional Toyota-firsts such as standard Apple CarPlay and Dynamic Auxiliary Turn Signals, available authentic Yamaha wood and aluminum cabin accents, and Engine Sound Enhancement.

The show also features the pulse-pounding, heart-racing TRD Pro Series for its next generation of off-road dominance. The series comes to New York after its debut at this year's Chicago Auto Show. For 2019, Tundra, 4Runner and Tacoma will all feature high-tech Fox Internal Bypass Shocks and a host of impressive off-road equipment tuned and designed by the engineers at Toyota Racing Development (TRD). The Tacoma TRD Pro, for example, offers an available TRD desert air intake, and the Tundra TRD Pro is fitted with Rigid Industries fog lights and new BBS wheels. The 4Runner TRD Pro flaunts a new TRD roof rack.

CONCEPTS

The Fine-Comfort Ride, Toyota's new fuel cell vehicle concept, will be featured on the show floor. Envisioning mobility in a low-carbon society, the Fine-Comfort Ride employs a flexible layout unique to electric-powered vehicles and a large amount of available electric power using hydrogen as an energy source. The Fine-Comfort Ride discharges no CO₂ or substances of concern (SoC) while offering a generous cruising range and a hydrogen refueling time of about three minutes.

Also on the show floor: the Toyota Human Support Robot (HSR), a friendly "partner robot" developed to help and coexist harmoniously with humans. The HSR is designed to operate inside the home, live together with people, and support even more bountiful lifestyles in the future. Toyota envisions a world in which partner robots are not only intelligent, but also gentle, and increasingly able to encourage humans, their activities, and their growth.

The i-Tril, an electric vehicle concept designed as an engaging, environmentally friendly mobility solution, will also be on display. It features Active Lean Technology and is meant as a viable alternative to traditional segment cars and motorcycles in urban environments. Built for drivers who wish to have fun, the i-Tril embraces Toyota's Waku Doki (a Japanese term translating as 'Beat of the Heart') philosophy to demonstrate that future EVs can still stimulate the senses and set the pulse racing.

Returning after its global debut at last year's New York auto show, the FT-FX, or "Future Toyota"-Four Wheel Drive Crossover, is a modern toolbox for today's city driver. The vehicle was designed by Toyota's Caltex Design Research Inc. in Newport Beach, Cal., and inspired by Toyota's iconic adventure vehicles. With a long list of unique functionalities and *Rugged Charm* compact design, it helps drivers achieve *Casualcore*—rather than hardcore—outings and move from the city to adventure seamlessly.

Outside the Javits Center, auto show attendees will have the opportunity to participate in ride-and-drives in the all-new 2018 Toyota Camry. The Camry Thrill puts consumers into an unexpectedly thrilling drive course, offering a pro driver-led experience unlike any other. The course features an acceleration segment off the starting line, a 90-degree reverse j-turn on synthetic ice, a stability ramp donut, a pothole component and a slalom segment. The eighth-generation Camry has gone through a total evolution, from a proven, dependable and safe car to one that also possesses a more exciting and emotional character, thanks to its newfound sporty performance and style.