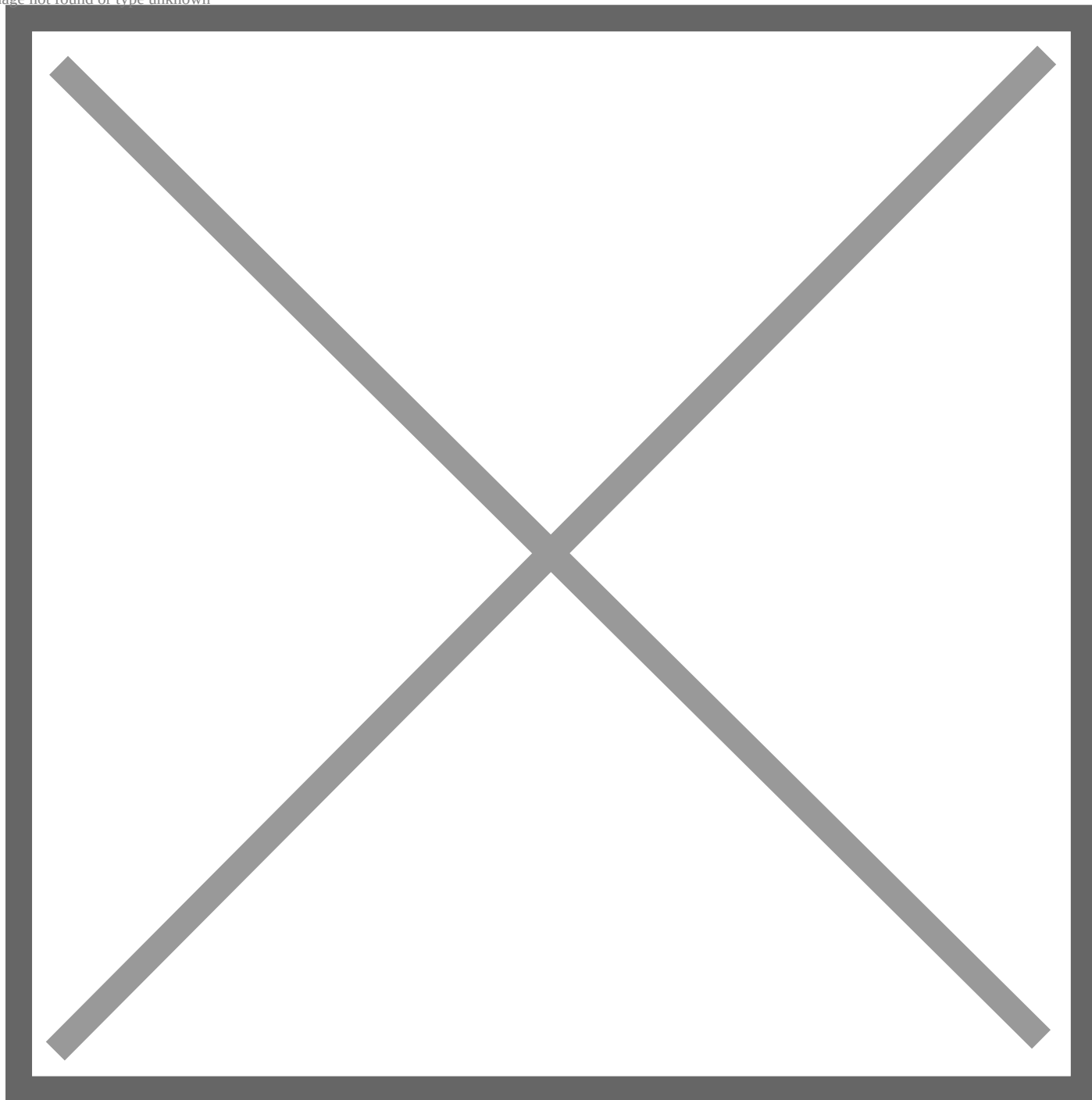


Priced for Adventure! All-New 2018 RAV4 Adventure Grade Starts at \$27,700

September 14, 2017

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PLANO, Texas, Sept. 14, 2017 – The outdoor adventure bucket list just got longer thanks to the much-anticipated showroom arrival of the 2018 Toyota RAV4 Adventure grade that adds exclusive exterior styling features with grade-specific interior touches to the RAV4.

First revealed at the 2017 Chicago Auto Show, the 2018 RAV4 Adventure slots in between the XLE and SE gas grades. On the outside, large over-fender flares and 18-inch five-spoke black alloy wheels with 235/55R18 tires are ready to play in the dirt. The RAV4 Adventure grade also includes unique gray lower valance panels and rocker panel guards, black headlight bezels, black fog lamp surround, roof rails, and exclusive Adventure badging. Drivers and passengers can enjoy the RAV4 Adventure while riding a bit higher – overall height increases by 10 mm, and ground clearance rises to 6.5 in., up from 6.1 in.

Exclusive interior features include carbon-fiber-like trim panels, leather-wrapped shift knob, “RAV4 Adventure” logoed door sill protectors, and all-weather floor and cargo mats with “RAV4 Adventure” badging. New and exclusive for the RAV4 Adventure grade is a 120V/100W power outlet in the cargo area which can serve as a convenient portable charging station.

The active lifestyle-inspired RAV4 Adventure grade will be available in front-wheel drive (FWD) with an Automatic Limited Slip Differential, or in Dynamic Torque Control All-Wheel-Drive (AWD). Both versions feature a standard Tow Prep Package that includes an upgraded radiator and supplemental engine oil and transmission fluid coolers. When properly equipped with the available tow hitch receiver and wiring harness, the Adventure grade can tow 2,900 lbs. with FWD models and 3,500 lbs. with Dynamic Control AWD models.

As with all RAV4 models, the Adventure grade will come standard with Toyota Safety Sense P (TSS-P) and Hill-Start Assist Control (HAC). TSS-P includes the Pre-Collision System with Pedestrian Detection function (PCS w/ PD); Lane Departure Alert with Steering Assist function (LDA w/ SA); Dynamic Radar Cruise Control (DRCC) and Automatic High Beams (AHB). The RAV4 Adventure grade is available in five exterior colors including Black, Magnetic Gray Metallic, Silver Sky Metallic, Super White, and, new to the RAV4 palette and for an additional cost, Ruby Flare Pearl.

Additional available features exclusive to RAV4 Adventure grade include optional heated fabric front row seats with power driver’s seat, heated leather steering wheel, and wiper de-icer as part of a new Cold Weather Package.

The 2018 RAV4 Adventure is built exclusively at Toyota Motor Manufacturing Canada Inc. (TMMC) and will be available in dealerships later this month.

2018 RAV4 Adventure MSRP

Model #	Grade	Drive	18MY MSRP
4445	Adventure	FWD	\$27,700
4446	Adventure	AWD	\$28,400

Prices are manufacturer’s suggested retail prices (MSRP) excluding the delivery, processing and handling (DPH) fee of \$995. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Limited Warranty

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and against corrosion with no mileage limitation.

The 2018 RAV4 also comes standard with ToyotaCare, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.