Popular 2017 Toyota RAV4 Crossover Receives Added Value With New Pricing

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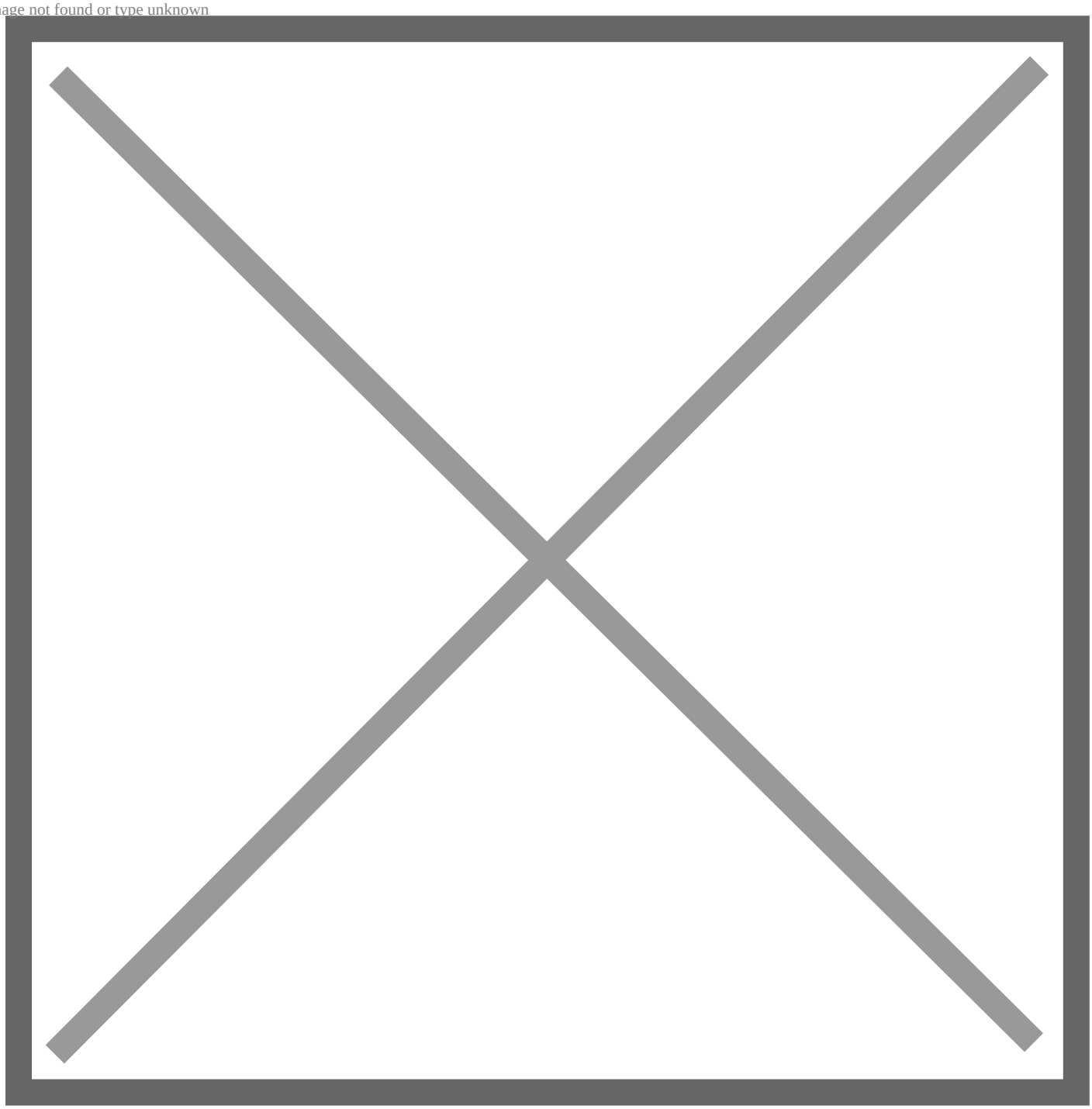

TORRANCE, Calif., May 8, 2017 – – Priced to please. The wildly popular 2017 Toyota RAV4 Crossover just got better with new value-driven pricing that lowers the base Manufacturer's Suggested Retail Price (MSRP) up to 5.0 percent on select gas models.

The new price savings include the following price reductions:

- $500 on all LE models;
- $925 on all Limited models;
- $1,195 on all SE models;
- $1,330 on all XLE models.

Base MSRP's for RAV4 gas Platinum and all hybrid models remain unchanged.

In addition, RAV4's value has been further enhanced with the launch of several new Value Packages, offering up great equipment at a discount through the end of the 2017 model year.

With more than 20 years under its belt, Toyota's popular RAV4 continues to set the stage for the compact sport-utility segment, bringing high doses of value, style, and safety to discerning drivers. The 2017 RAV4 offers a bevy of standard-issue safety technologies with its Toyota Safety Sense™ P active safety package, and is the only vehicle in its (class/segment) to have a standard pre-collision system with pedestrian detection.

The Toyota Safety Sense P (TSS-P) driver assist system bundles cutting edge active safety technologies including:

- Pre-Collision with Pedestrian Detection function (PCS w/PD) featuring forward collision warning and Automatic Emergency Braking,
- Lane Departure Alert with Steering Assist function (LDA w/SA),
- Automatic High Beams (AHB),
- Dynamic Radar Cruise Control (DRCC).

The MSRP for the 2017 RAV4 does not include the delivery, processing, and handling (DPH) fee of $960. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

The new prices for the 2017 RAV4 gas models are effective immediately.

Updated 2017 RAV4 Gas MSRP

Model #	Grade	Drive	Current 17MY MSRP	New 17MY MSRP	MSRP Chg. ($)	MSRP Chg. (%)
4430	LE	FWD	$24,910	$24,410	($500)	-2.0%
4440	XLE	FWD	$26,830	$25,500	($1,330)	-5.0%
4470	SE	FWD	$29,985	$28,790	($1,195)	-4.0%
4450	Limited	FWD	$31,830	$30,905	($925)	-2.9%
4474	Platinum	FWD	$34,750	$34,750	$0	0.0%
4432	LE	AWD	$26,310	$25,810	($500)	-1.9%
4442	XLE	AWD	$28,230	$26,900	($1,330)	-4.7%
4472	SE	AWD	$31,385	$30,190	($1,195)	-3.8%
4452	Limited	AWD	$33,230	$32,305	($925)	-2.8%

4476	Platinum	AWD	$36,150	$36,150	$0	0.0%