

Toyota Announces Pricing for the All-New 2013 RAV4

December 18, 2012

TORRANCE, Calif., Dec. 18, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the all-new 2013 RAV4 crossover sport utility vehicle (SUV). The new RAV4 offers great value through balanced performance and capability, including improved fuel efficiency, excellent cargo capacity, a dynamic design, eight standard airbags, and a compelling array of standard features. The 2013 RAV4 arrives at dealerships in early January, a reinvention of the world's original crossover sport utility vehicle.

The fourth-generation RAV4's all-new design achieves strong proportions while conveying agile and fun character. The dynamic exterior features a progressive silhouette, with a sleek-sloping roofline and an aggressive character line. The new RAV4's interior has two-row seating for five and a premium look with soft-touch accents and driver-centric controls.

In a significant break with its heritage, RAV4 will switch from its side-hinged rear door to a convenient roof-hinged liftgate with a space-saver spare tire stored under the cargo floor.

All RAV4's will be equipped with a fuel-efficient 2.5-liter four-cylinder engine and a new six-speed automatic transmission, and a host of available in-cabin technologies. The all-new RAV4's fuel efficiency is improved from the previous generation. A new Eco mode also promotes more efficient driving for maximum mpg. RAV4 front-wheel drive models have received EPA-estimated fuel efficiency ratings of 24 mpg in the city and 31 mpg on the highway, while all-wheel-drive models are EPA-estimated at 22 city/29 highway mpg.

The new RAV4 will provide its active owners a more dynamic drive, with new technologies like a Sport Mode with Dynamic Torque Control AWD, enhancements in suspension performance, and optimized electric power steering.

RAV4 Grades

RAV4 will be available in three trim levels: LE, XLE and Limited, each available in front- or all-wheel-drive. Each grade is well-equipped with standard comfort and convenience features and very few options, offering great value, and a simple ordering process to meet the needs and budgets of a variety of buyers.

The LE grade comes standard with more equipment than most of the competitive offerings. Features like privacy glass, color keyed door handles, 17-inch steel wheels with wheel covers, a color keyed rear spoiler, and a 6.1-inch display audio unit with integrated back-up camera will all be standard on the LE grade. The LE will offer only two options; roof rails and a tonneau cover.

The XLE grade will come standard with 17-inch alloy wheels, tilt/slide power moonroof, fog lamps, dual zone automatic climate control, and premium bucket seats with sport bolstering, just to mention a few. A Display Audio with Navigation and Entune is the only option on the XLE.

Standard equipment on the premium Limited grade includes a height-adjustable power liftgate, Premium SofTex seating, eight-way power driver's seat with memory, and heated front seats. Options include Display Audio with

Navigation and Entune, Display Audio with Navigation, Entune and JBL, and Blind Spot Monitor with Rear Cross Traffic Alert.

Standard on all RAV4 models is Display Audio with a 6.1-in. touchscreen, AM/FM/CD, Bluetooth® connectivity, USB and AUX mini-jack, and six speakers. For a uniform esthetic, the Display Audio, as well as primary and secondary gauges, features Clear Blue Illumination.

Display Audio allows the driver and front passenger to operate the audio system, display HVAC settings, engage available navigation and access the available Entune™ multi-media system. Available on XLE and Limited, Display Audio with Navigation and Entune™ includes advanced voice recognition.

The MSRP for the new RAV4 LE grade will be \$23,300 for the FWD and \$24,700 for the AWD. The XLE will be \$24,290 for the FWD and \$25,690 for the AWD model. The MSRP for the Limited grade will be \$27,010 for the AWD and \$28,410 for AWD.

Toyota RAV4 MSRPs do not include a delivery, processing and handling (DPH) fee of \$845. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2013 RAV4 Pricing

Model #	Grade	Drive Type	Engine	Transmission	Body Style	MSRP
4430	LE	FWD	4 Cylinder	6AT	SUV	\$23,300
4440	XLE	FWD	4 Cylinder	6AT	SUV	\$24,290
4450	Limited	FWD	4 Cylinder	6AT	SUV	\$27,010
4432	LE	AWD	4 Cylinder	6AT	SUV	\$24,700
4442	XL	AWD	4 Cylinder	6AT	SUV	\$25,690
4452	Limited	AWD	4 Cylinder	6AT	SUV	\$28,410

All prices listed below exclude the Delivery, Processing, and Handling (DPH) fee

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