

Toyota Announces Prices for 2012 RAV4 Compact SUV and Prius Liftback

December 19, 2011

TORRANCE, Calif., Dec. 19, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the 2012 RAV4 compact sport utility vehicle (SUV) and the Prius Liftback. The RAV4 will begin arriving at dealerships on December 20 and the Prius in January 2012.

RAV4

The Toyota RAV4 is offered in three distinct grades – RAV4 grade, Sport and top-of-the-line Limited – and with a choice between the 2.5-liter four-cylinder engine or a 269 horsepower 3.5-liter V6. Each engine can be teamed with either front-wheel drive or electronic on-demand four-wheel-drive. The roomy RAV4 offers optional third-row seating on RAV4 and Limited grade models.

The 2012 RAV4 receives an overall price increase of \$100, or 0.4 percent, with some models receiving a price decrease, helping the RAV4 retain its excellent value. The base MSRP will range from \$22,650 for the RAV4 four-cylinder 2WD model with a four-speed automatic transmission to \$28,650 for the Limited V6 4WD model with a five-speed automatic transmission.

All 2012 RAV4 models will feature a new standard audio system that's equipped with hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology, while the Limited Grade will offer an available Display Audio with Navigation and Entune™. The optional system includes a 6.1-inch touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio (includes three-month trial subscription to XM Select Package), HD Radio™ with iTunes® Tagging, auxiliary audio jack, USB port with iPod® connectivity and control, hands-free phone capability, phone book access, advanced voice recognition, and music streaming via Bluetooth wireless technology.

The available Entune™ multimedia system, which is a collection of popular mobile applications and data services via a compatible smartphone, includes Bing™ and Pandora®; real-time information including traffic, weather, fuel prices, sports and stocks. Apps available in spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. Access to Entune services is complimentary for three years.

Prius

With over one million units sold in the U.S. alone, the midsize Prius Liftback has helped Toyota's Prius brand become the most popular hybrid vehicle nameplate by offering consumers the most proven hybrid technology available. In 2012, the Prius Liftback will be joined in the showroom by other members of the Prius Family; the versatile Prius v, the Prius Plug-in Hybrid, and the subcompact Prius c.

The Prius Liftback receives updates and enhancements to its available content for the 2012 model year. The 2012 Prius Liftback MSRP ranges from \$24,000 for the Prius Two model to \$29,805 for Prius Five, reflecting a price increase ranging from 2.0 percent to 4.3 percent.

The 2012 model year Prius receives a refreshed front fascia, revised tail lamps, newly styled 15-inch wheel covers and LED Daytime Running Lights (DRL) with on/off feature. The 2012 Prius interior is updated to include a standard 6.1-inch Display Audio system with USB for iPod® connectivity and control, Bluetooth® with phone book access for hands-free calling and music streaming, and a more advanced Multi-Information

Display. Prius will continue to offer class leading carryover equipment from the 2011 model year such as the Touch Tracer Display, driver door Smart Key with Push Button Start and remote illuminated entry, tilt/telescopic steering wheel with audio/climate/phone controls, and the Star Safety System™.

For the 2012 model year, the Prius Three is enhanced with more standard technology that includes a Display Audio system with Entune™ and Navigation, an integrated backup camera and three-door Smart Key. The 2012 Prius Four adds a more potent audio system that includes eight JBL® GreenEdge™ speakers and amplifier, SofTex-trimmed seats, headlamps with auto on/off feature and an eight-way power adjustable driver's seat with lumbar power support.

The Prius Four and Five models will also offer, as part of an option package, Toyota's Premium HDD Navigation with Entune and JBL, which features an exclusive seven-inch touch-screen with split-screen capability. Another option package feature on Prius Four and Five models, and a first for the Toyota lineup, is a Head-Up Display (HUD) that helps drivers keep their attention on the road by projecting vehicle speed, navigation information and hybrid system data onto the windshield.

The 2012 Prius Liftback will be offered through a simplified ordering strategy based on a four-grade structure with optional packages to create a total of seven available configurations.

The MSRP's for the 2012 RAV4 and Prius Liftback do not include the delivery, processing and handling (DPH) fee. The DPH for the RAV4 is \$810 while the DPH for the Prius Liftback is \$760. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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TOYOTA 2012 MY	MODEL CODE	SERIES	DESCRIPTION	2011 MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	2012 NEW MSRP
2012	4430	RAV4	Base 2WD 4AT	\$22,475	\$175	0.8%	\$22,650
2012	4431	RAV4	Base V6 2WD 5AT	\$24,510	\$175	0.7%	\$24,685
2012	4440	RAV4	Sport 2WD 4AT	\$24,175	\$175	0.7%	\$24,350
2012	4441	RAV4	Sport V6 2WD 5AT	\$26,105	\$175	0.7%	\$26,280
2012	4450	RAV4	Limited 2WD 4AT	\$25,465	(\$135)	-0.5%	\$25,330
2012	4451	RAV4	Limited V6 2WD 5AT	\$27,385	(\$135)	-0.5%	\$27,250
2012	4432	RAV4	Base 4WD 4AT	\$23,875	\$175	0.7%	\$24,050
2012	4433	RAV4	Base V6 4WD 5AT	\$25,910	\$175	0.7%	\$26,085
2012	4442	RAV4	Sport 4WD 4AT	\$25,575	\$175	0.7%	\$25,750
2012	4443	RAV4	Sport V6 4WD 5AT	\$27,505	\$175	0.6%	\$27,680
2012	4452	RAV4	Limited 4WD 4AT	\$26,855	(\$135)	-0.5%	\$26,720
2012	4453	RAV4	Limited V6 4WD 5AT	\$28,785	(\$135)	-0.5%	\$28,650

TOYOTA 2012 MY	MODEL CODE	SERIES	DESCRIPTION	2011 MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	2012 NEW MSRP
2012	1221	Prius One (fleet only)	Five-door Liftback	\$22,120	\$895	4.0%	\$23,015

2012	1223	Prius Two	Five-door Liftback	\$23,520	\$480	2.0%	\$24,000
2012	1225	Prius Three	Five-door Liftback	\$24,520	\$1,045	4.3%	\$25,565
2012	1227	Prius Four	Five-door Liftback	\$27,320	\$915	3.3%	\$28,235
2012	1229	Prius Five	Five-door Liftback	\$28,790	\$1,015	3.5%	\$29,805