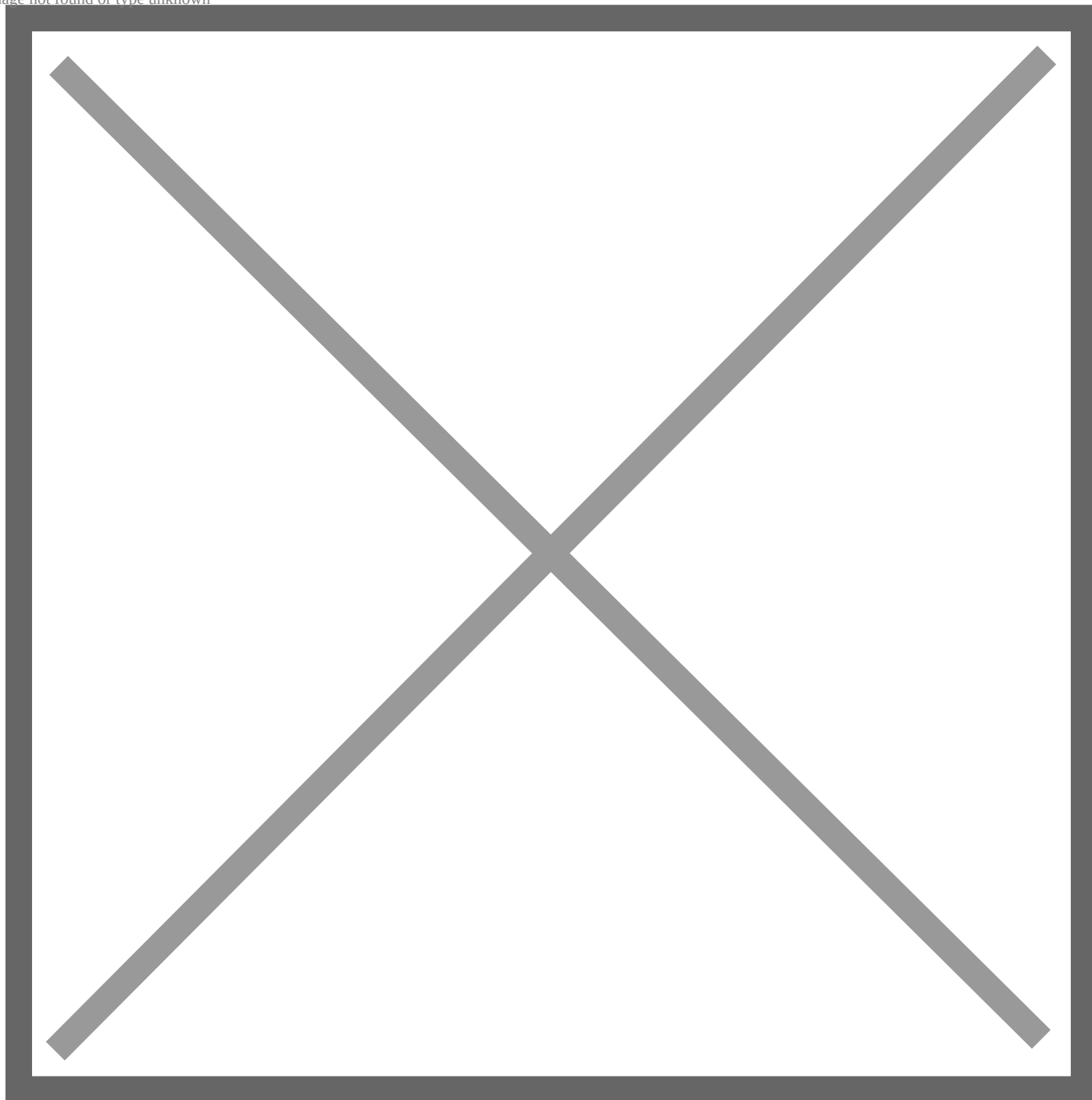


New XLE Premium Grade for 2021 RAV4 Hybrid

October 08, 2020

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PLANO, Texas (October 8, 2020) Very few vehicles have the capacity to be both a segment leader and a segment disruptor – but the fifth-generation Toyota RAV4 has managed to achieve just that. The latest RAV4 continues its bold leadership moves for 2021 by adding the XLE Premium model to the hybrid lineup at a

starting MSRP of \$32,500. Additionally, for the RAV4 TRD Off-Road, a new TRD-stamped stainless steel front skid plate has been added for 2021.

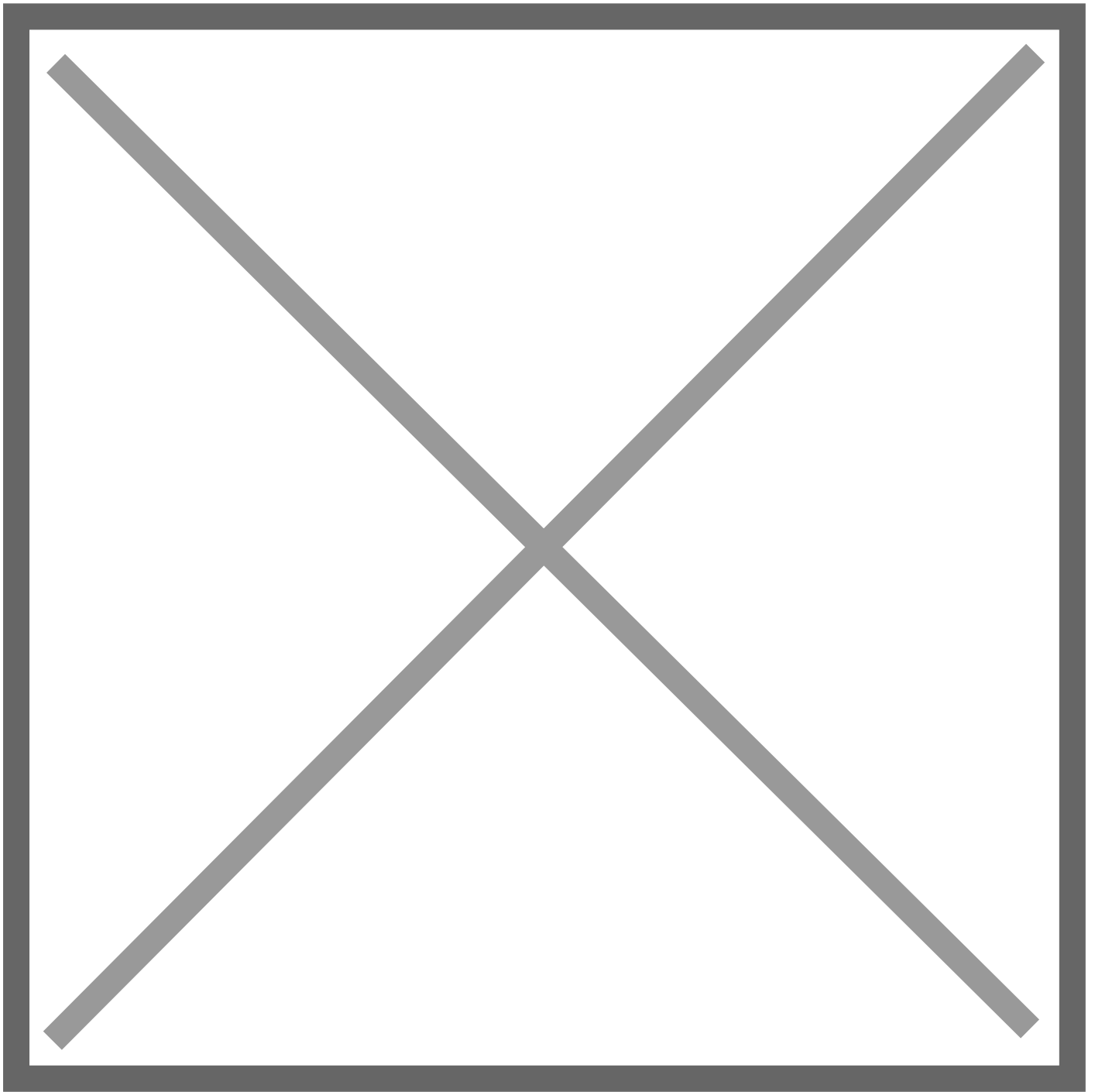
New for 2021: XLE Hybrid Premium

New for 2021 includes the XLE Premium grade for RAV4 Hybrid. Modeled off the gas version with some new additions, features of the new RAV4 Hybrid XLE Premium include:

- 18-in. 5-spoke super-chrome-finished sport alloy wheels
- Power Moonroof
- LED projector headlights with chrome bezels, Automatic High Beams and auto on/off
- LED Daytime Running Lights (DRL) with Accent Lighting*
- Integrated Fog Lamps
- Dual zone automatic climate control system with dust and pollen filter, front center vent flow controls and rear-seat vents
- Leather-trimmed tilt/telescopic 3-spoke steering wheel with silver accent and audio controls
- 5-passenger seating with SofTex®-trimmed seating surfaces
- 8-way power-adjustable front driver's seat with lumbar support; 4-way adjustable front passenger seat with seatback pocket
- 4.2-in. digital Multi-Information Display (MID)
- 7.0-in. touchscreen, six speakers, Android Auto™ & Apple CarPlay® & Amazon Alexa compatible, USB media port, four USB charge ports, hands-free phone capability and music streaming via Bluetooth® wireless technology, SiriusXM® with 3-month All Access trial subscription
- 5 USB Ports (Three located in the front and two in the backseat)
- Power Back Door
- Smart Key/Push Button

New Skid Plate for 2021 RAV4 TRD Off-Road Model

For model year 2021, the TRD Off-Road will continue to echo the persona of Toyota's legendary off-road racers – thanks to the addition of a TRD-stamped stainless steel front skid plate for 2021. Customers will benefit from increased resistance against debris found on or off the road with this RAV4 first-ever front skid-plate. This addition adds another level of TRD prowess to the already capable TRD Off-Road.



Building on the exterior aesthetics and 8.6-inch ground clearance of the RAV4 Adventure, the TRD Off-Road goes above and beyond with suspension, wheels and tires engineered specifically for rugged trail driving. Dynamic Torque Vectoring All-Wheel Drive with Driveline Disconnect is standard and supported by a full complement of off-road handling technologies. To take more adventure equipment along, such as personal watercraft, dirt bikes or a small enclosed trailer, the RAV4 TRD Off-Road is rated to tow a trailer up to 3,500 pounds.

The TRD Off-Road suspension is engineered to enhance body control and small-bump isolation to help smooth out trails and rough city streets. Exclusive red-colored coil springs are tuned for an off-road focus. The twin-tube shocks are re-valved and feature internal rebound springs to improve control. New bump stops maximize compression-direction wheel travel and help improve body control over large bumps and dips.

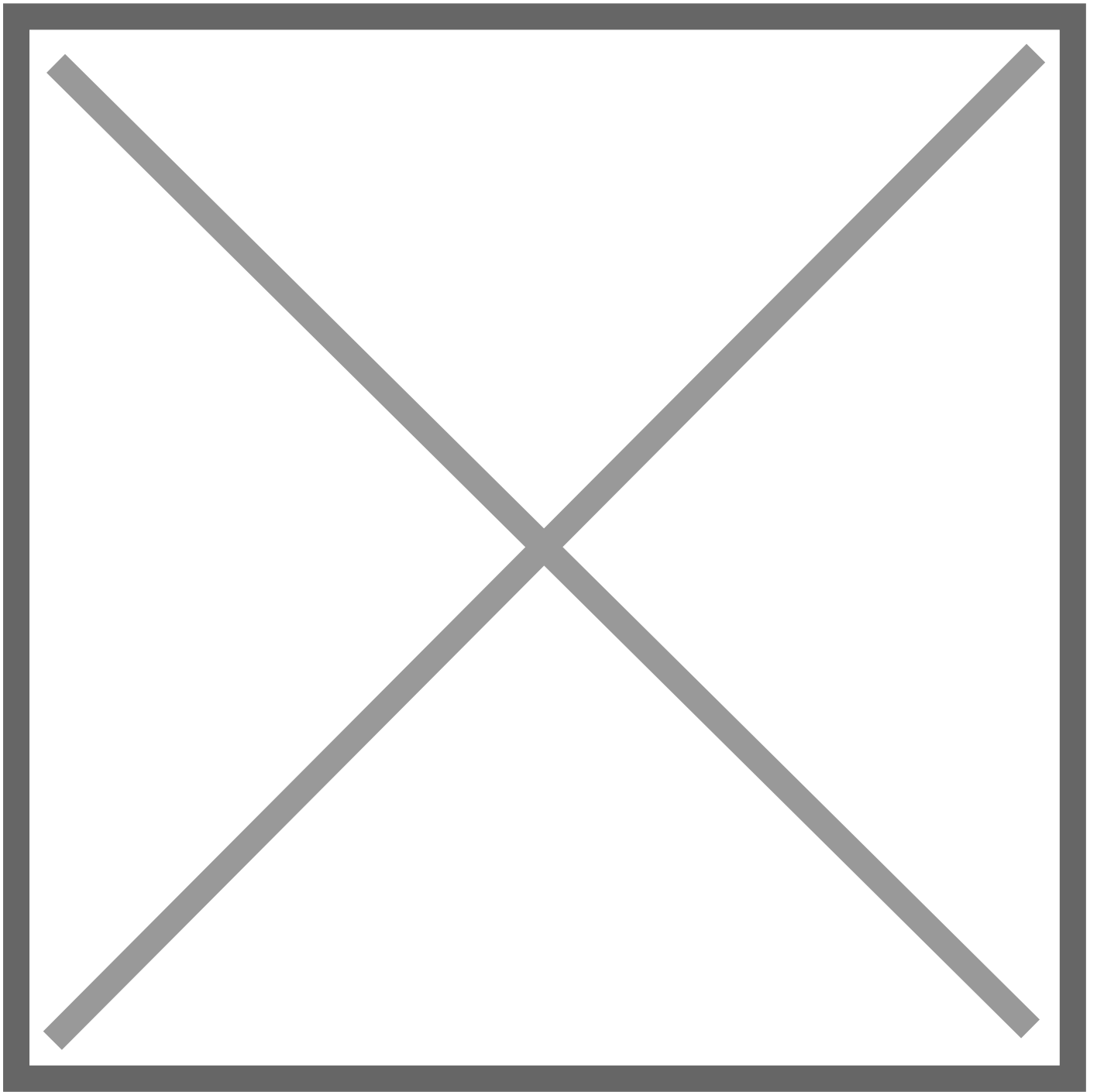
The 2021 RAV4 TRD Off-Road rolls on lighter and more rigid flow-formed 18×7-inch matte-black TRD alloy wheels with Falken Wildpeak A/T Trail all-terrain tires. The tires use a unique tread pattern and compound developed to TRD technical requirements, and their rugged, square-shoulder design helps protect against punctures. The tires are Severe Snow Rated, with open shoulder grooving to shed debris, mud and snow.

Exterior styling includes an exclusive two-tone Magnetic Gray Metallic with Ice Edge Roof combination accented by dark gray front and rear lower fascias, and standard front LED fog lights. The interior offers striking red stitching and red trim to further enhance the TRD Off-Road model's cabin. Seat surfaces are covered in comfortable Black SofTex®, which is lighter than leather yet highly durable, and the front seats have the TRD logo stitched into the headrests.

2021 RAV4 Prime

The 2021 Toyota RAV4 Prime breaks ground as the most powerful and quickest RAV4 ever with a starting MSRP of \$38,100. The RAV4's first-ever plug-in model has up to 302 horsepower with an ability to do 0-60 mph in a projected 5.7 seconds, which makes it the quickest four-door model in the Toyota lineup. The RAV4 Prime also has up to an EPA-estimated 42 miles on battery alone on a single charge, making it the highest EV range of any PHEV SUV on the market. The RAV4 Prime also has up to an EPA-estimated 94 combined MPGe. Even more, what sets RAV4 Prime apart is the standard Electronic On-Demand AWD.

Toyota engineered the 2021 RAV4 Prime for the performance-oriented driver and is therefore offering it in the sporty SE and XSE grades. The SE grade is new for the RAV4 Prime, and the XSE is currently exclusive to the RAV4 Hybrid.



The SE flaunts its sporty attitude with 18-in. painted and machined alloy wheels and an exclusive front grille design with a front lower spoiler. Piano black exterior accents and a painted grille/diffuser complete the premium look. The SE's equipment is quite comprehensive, with standard:

- Heated front seats
- 8-way power driver's seat with lumbar adjustment
- 7-in. Multi-Information Display
- Blind Spot Monitor with Rear Cross-Traffic Alert

- Leather-wrapped steering wheel and shift knob with red stitching
- Power Back Door
- Audio with 8-in. touchscreen and Amazon Alexa integration, as well as Android Auto and Apple CarPlay compatibility
- 3 kW on-board charger

The available Weather & Moonroof Package (+\$1,665 upgrade) is chock-full with upgrades like a heated steering wheel, heated rear outboard seats and rain-sensing windshield wipers with de-icer function, for added convenience.

As on the current RAV4 Hybrid XSE, the Prime version (starting MSRP of \$41,425) of this grade stands apart with an available two-tone exterior paint scheme pairing a black roof with select colors, including the striking new-to-RAV4 Supersonic Red. Other standard features include:

- Exclusive 19-in. two-tone alloy wheels, the largest ever offered on a hybrid RAV4
- Vertical LED accent lights
- Paddle shifters
- Moonroof
- SofTex®-trimmed seat surfaces
- Qi-wireless phone charger
- Ambient interior lighting
- Auto-dimming rearview mirror with HomeLink universal transceiver
- Audio Plus with 9-in. touchscreen

The standard Audio Plus system comes with a 9-in. touch-screen, the largest ever offered on a RAV4. There is also an available Premium Audio multimedia system that includes Dynamic Navigation (3-year trial included) and JBL speaker system.

Available options for the XSE grade include:

- Weather Package (+\$815)
 - Heated Steering Wheel
 - Heated Rear Outboard Seats
 - Rain Sensing Wipers w/Wiper De-Icer
- Weather and Audio Package (+\$2,435)
 - Weather package plus:
 - JBL Premium Audio
 - Dynamic Navigation with 3 year trial
 - Destination Assist with 1 year trial
- Weather with Audio and Premium Package (+\$5,760)
 - Weather and Audio package plus:
 - AC (6.6kW) Enhanced Charger
 - Digital Rearview Mirror
 - 120V/1500W AC power outlet in cargo area
 - Panoramic Moonroof
 - Kick-Type Power Back Door
 - SofTex®-trimmed seats with sporty red accents and stitching
 - Bird's Eye View Camera
 - 4-way power adjustable front passenger seat with seatback pocket

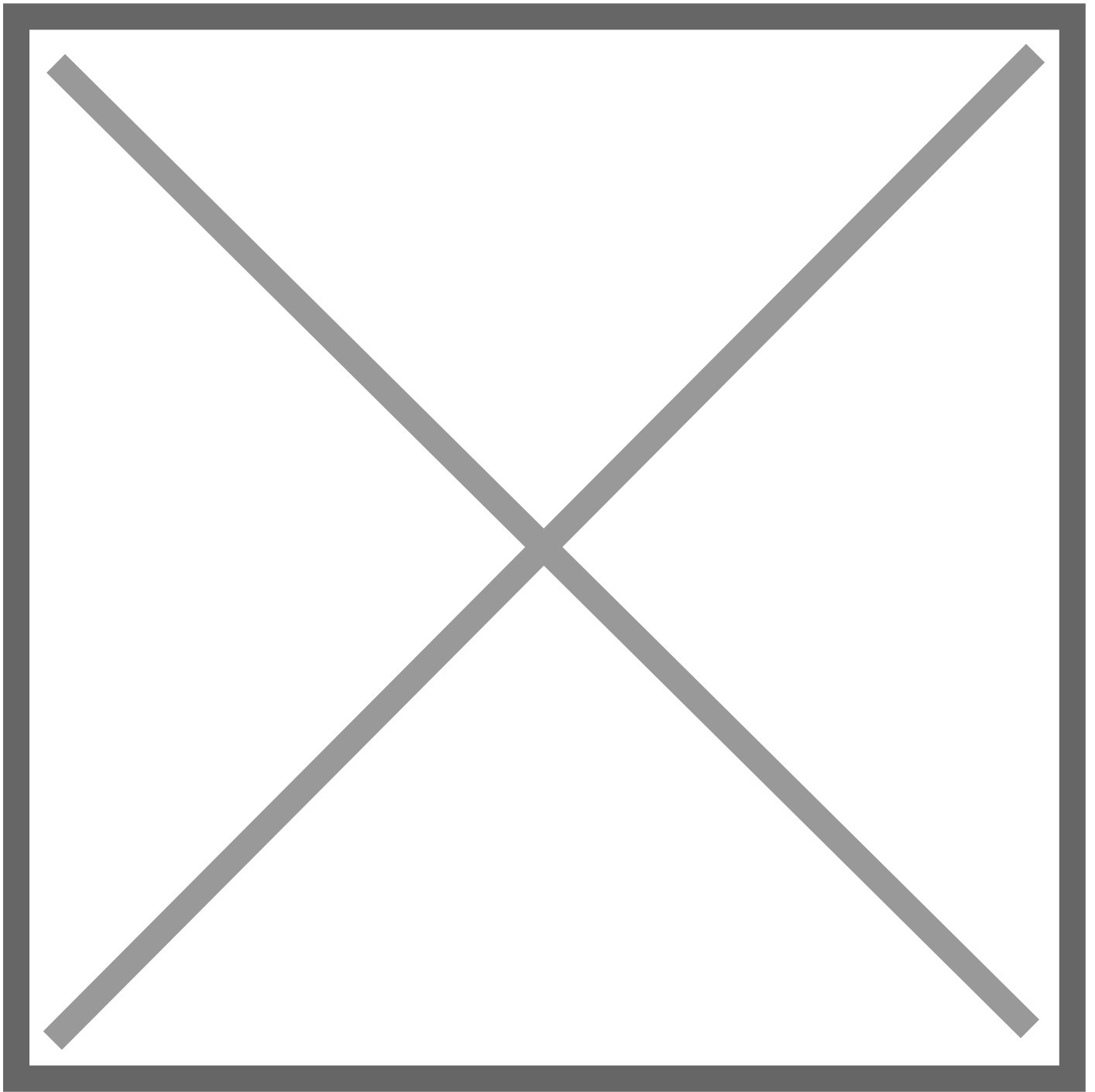
- Smart Key System on all doors
- Perforated Heated & Ventilated Front Seats
- Parking Assist with Automatic Braking
- Adaptive Front Headlight System
- Head-Up Display

2021 RAV4 – Standard

The RAV4, with the new generation designed to embody a style and persona inspired by the brand's tough trucks while also amplifying the desirable traits of a crossover, continues to be the best-selling model and the best-selling non-pickup small SUV vehicle in America for the past three years.

All RAV4 models include multimedia capability with Android Auto™, Apple CarPlay® and Amazon Alexa compatibility. All grades for both gas and Hybrid include standard SiriusXM® with a three-month all-access trial.

Equipment and option packages enhance value in the RAV4 XLE, Adventure and Limited grades. In the XLE and XLE Hybrid, a power driver's seat is standard. The available Weather Package, available on both FWD and AWD XLE, includes Heated front seats, a leather-wrapped heated steering wheel, rain-sensing windshield wipers, and a windshield wiper de-icer.



The RAV4 Adventure grade includes a standard leather-wrapped steering wheel and shift knob and the available Convenience Package, which includes the power liftgate and power moonroof.

The Limited grade models include Premium Audio with Dynamic Navigation, an 8.0-in touchscreen and 11 JBL® speakers as standard equipment. This system provides an in-vehicle concert experience with an 800-watt amplifier playing through 11 speakers across 8 channels. Among highlights are A-pillar horn tweeters and a ported subwoofer. JBL® systems remain optional for other RAV4 model grades (XLE Premium, TRD Off-Road and XSE Hybrid).

Toyota Safety Sense (TSS 2.0), standard on all 2021 RAV4 models, groups a long roster of active-safety technologies and capabilities:

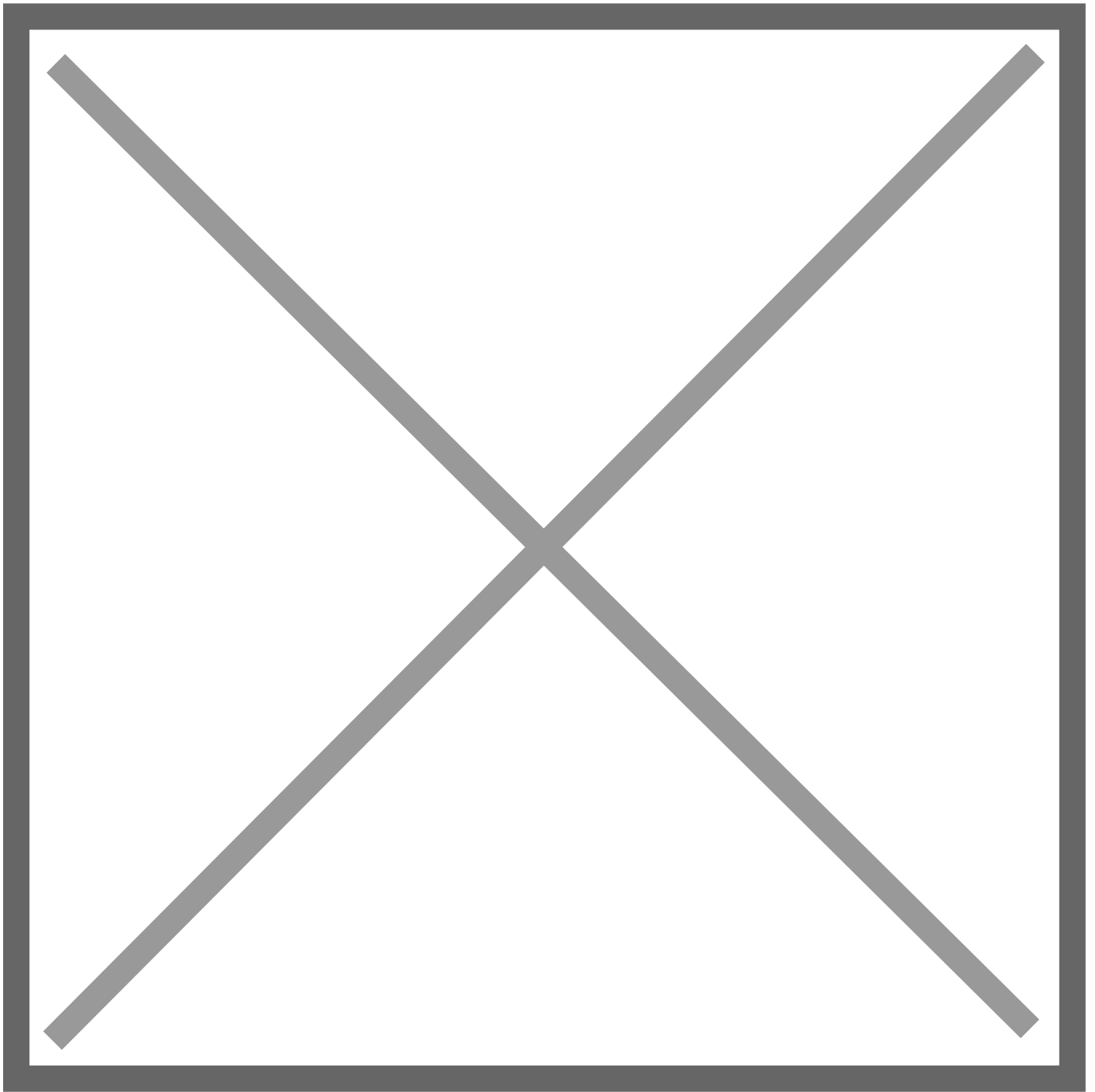
- Pre-Collision System with Pedestrian Detection (PCS w/PD)
- Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- Lane Departure Alert with Steering Assist (LDA w/SA)
- Automatic High Beam (AHB)
- Lane Tracing Assist (LTA)
- Road Sign Assist (RSA)

Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA) and Rear Cross Traffic Braking (RCTB) system are standard on the higher grades, including the RAV4 TRD Off-Road. Front and Rear Parking Assist with Automatic Braking (PA w/AB), an additional safety option, includes audible and visual warnings, and in certain conditions may automatically apply the brakes when there is a possibility of contact with a stationary object or vehicle.

Form and Function, Happy Together

Designed to tackle urban, suburban and outdoor adventures with equal aplomb, the Toyota's fifth-generation RAV4 has brought more sport and more utility to one of the auto industry's most competitive segments. The robust Toyota New Global Architecture (TNGA-K) platform allows RAV4 to adopt the charisma of a bolder and tougher SUV, but in a package that is lower and wider than the previous model.

The wheelbase and front and rear tracks provide a stable, confident drive, while the front and rear overhangs aid RAV4's trail-driving capability. The RAV4's chiseled appearance conveys athleticism, with a strong nose leading into a dynamic profile with robust shoulders and available 19-inch wheels.

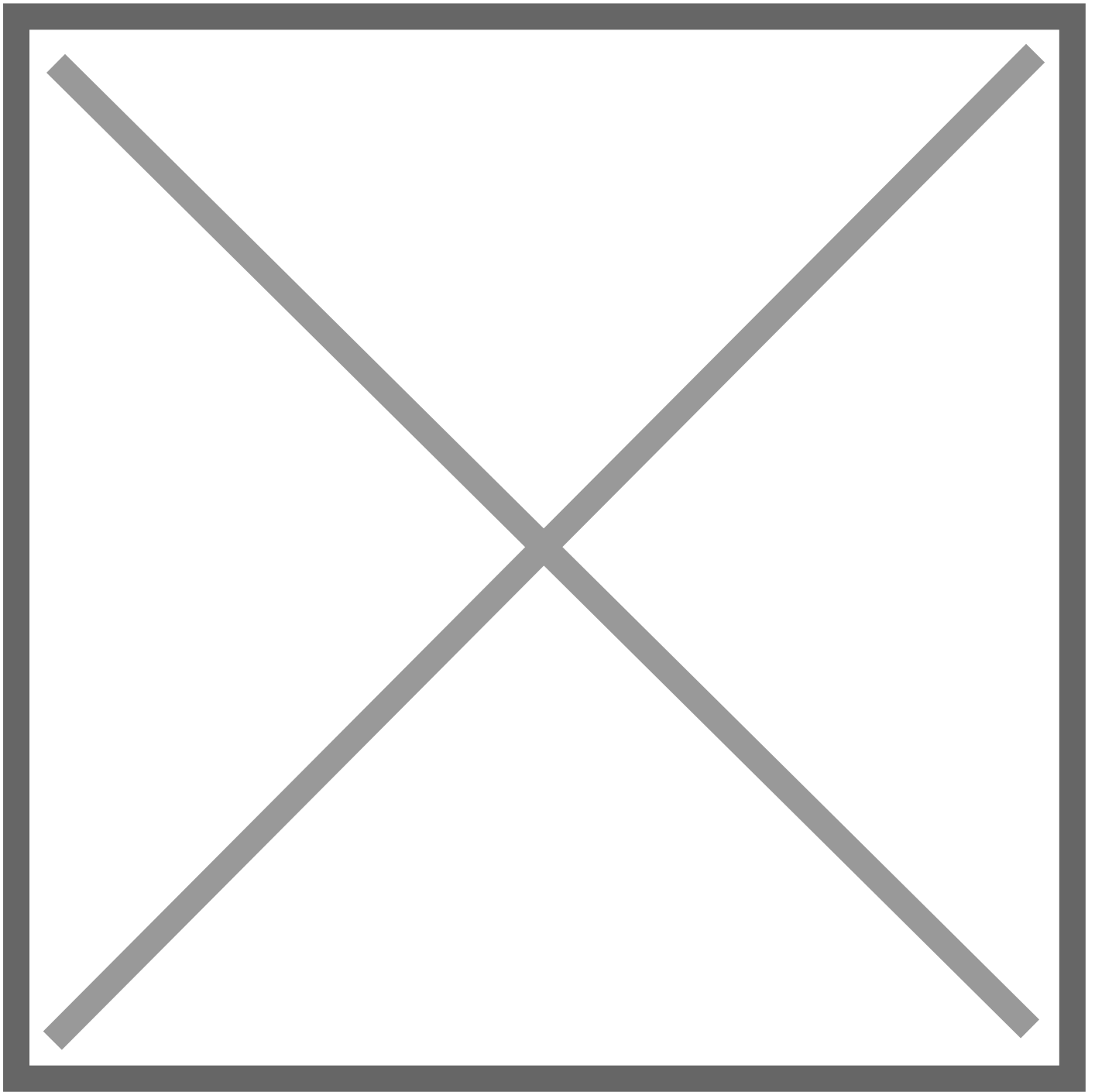


The high-strength unibody chassis is 57 percent more rigid than the previous generation, and RAV4's optimally-tuned front strut and rear multilink suspension systems enhance agility while also delivering a smoother ride. Toyota's secret ingredient in chassis tuning is a group of *takumi* (highly-trained master craftsmen) that focused exclusively on developing the vehicle to act and react as the driver intends and expects, even in extreme weather and road conditions.

The Power to Choose

The 2021 RAV4 LE, XLE, XLE Premium and Limited grades are available with a choice of gas or gas/electric hybrid powertrains, while the Adventure and TRD Off-Road grades only offer the gas engine. Both powertrains deliver an exceptional blend of performance and fuel efficiency. The Dynamic Force 2.5-liter, 203-horsepower 4-cylinder engine is paired with an 8-speed Direct-Shift automatic transmission with an EPA-estimated 27 mpg city / 35 mpg highway / 30 combined MPG (LE FWD). The transmission uses direct-lock up in gears two through eight to eliminate power loss from the torque converter while executing ideal, smooth shifts.

The gas engine employs high-speed combustion technology, reduced friction and a variable control system to reduce energy losses associated with cooling and exhaust systems. The result is a stunning 40-percent thermal efficiency (41- percent for hybrids).



The LE, XLE and XLE Premium grades offer optional All-Wheel Drive with Dynamic Torque Control and Rear Driveline Disconnect. The system can direct up to 50 percent of engine torque to the rear wheels. When AWD isn't needed, such as on long highway stretches, the system disconnects, optimizing fuel efficiency.

For maximum capability and off-road prowess, Adventure and TRD Off-Road models come standard with Dynamic Torque Vectoring All-Wheel Drive with Rear Driveline Disconnect. In addition to directing up to 50 percent of engine torque to the rear wheels, this system can also direct more torque to the left or right rear wheel to enhance on- or off-pavement handling. The Limited model is offered in both Front-Wheel Drive as well as an

optional Dynamic Torque Vectoring All-Wheel Drive with Rear Driveline Disconnect.

The Remarkable 40 Combined MPG for RAV4 Hybrid

In any RAV4 Hybrid, the Toyota Hybrid System II (THS II) works in sync with the 2.5-liter 4-cylinder Dynamic Force Engine to make the Hybrid models performance and efficiency leaders of the RAV4 family, with an EPA-estimated 41/38/40 MPG. It is truly the no-compromise compact SUV.

In the Hybrid models, a Continuously-Variable Transmission (CVT) is exclusively paired with an e-AWD, making it possible to operate at all vehicle speeds. An improvement from previous generation, the rear axle motor operates proactively anytime rear torque would be beneficial to keep the vehicle on the driver's intended line, or when conditions get slippery. The e-AWD system uses an independent electric motor at the rear wheels, rather than a torque-distribution system in the transmission and additional driveshaft to the rear.

XSE Hybrid is RAV4 Flagship Model

The RAV4 XSE Hybrid's sport-tuned suspension, with tauter springs and shock absorbers also yields sporty on-road handling.

Projector-beam LED headlamps, exclusive to the Hybrid XLE grade and above, produce brighter, sharper, and ideally-angled illumination. The standard two-tone exterior paint scheme pairs a black roof with Blizzard Pearl, Silver Sky Metallic, Magnetic Gray Metallic, or Blueprint body colors. Piano-black accents across the front end, mirror caps, fender arches, and lower rocker panels set the stage for XSE Hybrid's sporty appeal. Its exclusive interior features black Softex® material and blue accents throughout.

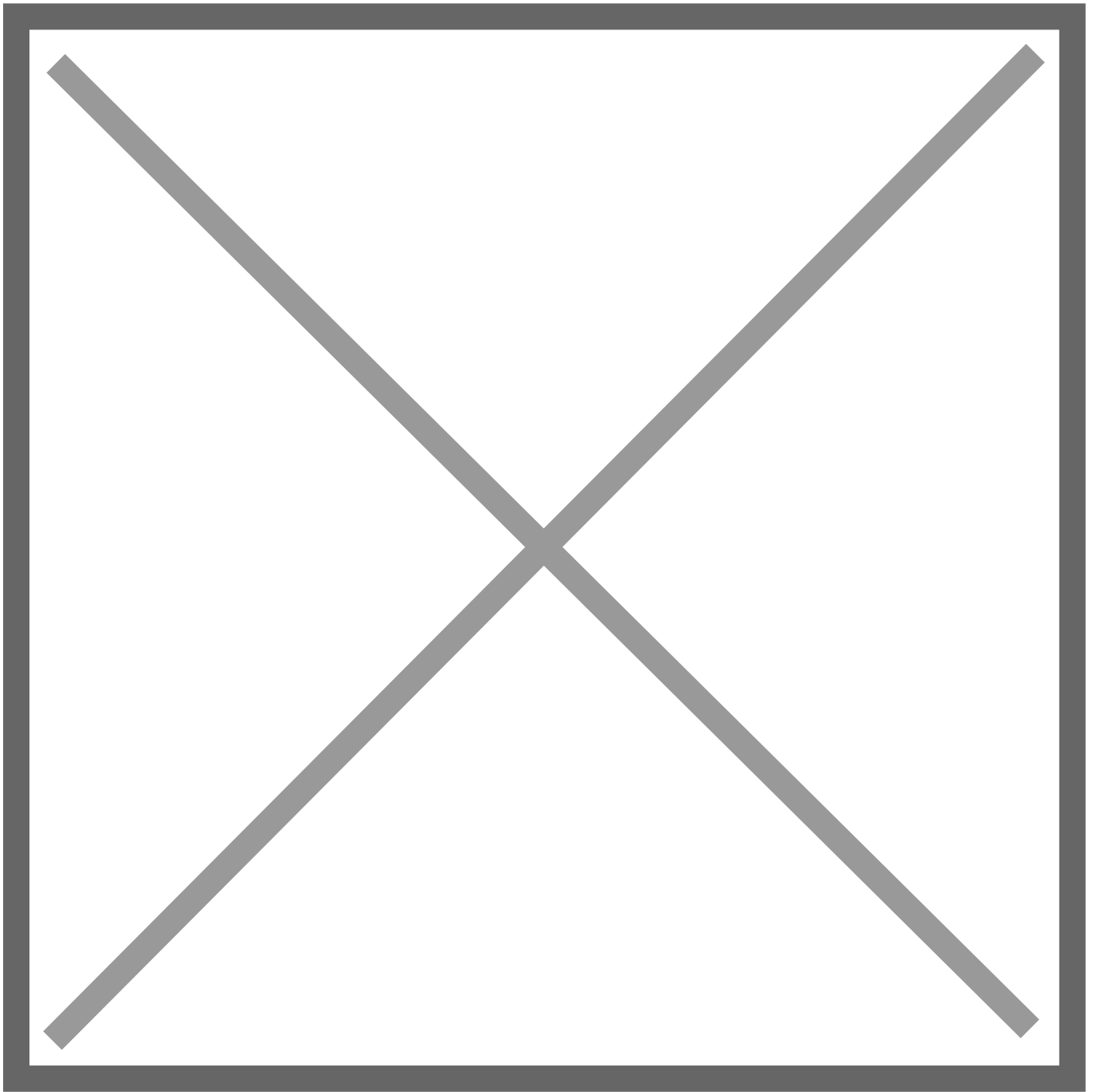
RAV4 Adventure Delivers What the Badge Says

For those who don't need quite the high-level trail capability of the TRD Off-Road model, the RAV4 Adventure delivers much of the style and function, including 8.6-in. ground clearance and standard Dynamic Torque Vectoring All-Wheel Drive with Rear Driveline Disconnect and Multi-Terrain Select.

Like the TRD Off-Road, the RAV4 Adventure grade can be equipped with an Ice Edge-colored roof that is paired with the Midnight Black Metallic, Blue Flame or Lunar Rock exterior colors. Inside, seat finishes come in either Black or a Mocha- colored Softex®. Orange stitching accents the interior with additional orange appointments placed throughout the dashboard.

Limited Means Luxury and Style

The RAV4 Limited brings a taste of the luxury vehicle life to this high-capability compact SUV. Its 19-inch alloy wheels and chrome accents set it apart from the other models, though it's inside the cabin where the Limited steals the show. Standard features include a front-row moonroof and heated 8-way power-adjustable driver's seat with memory and 2-way lumbar support.



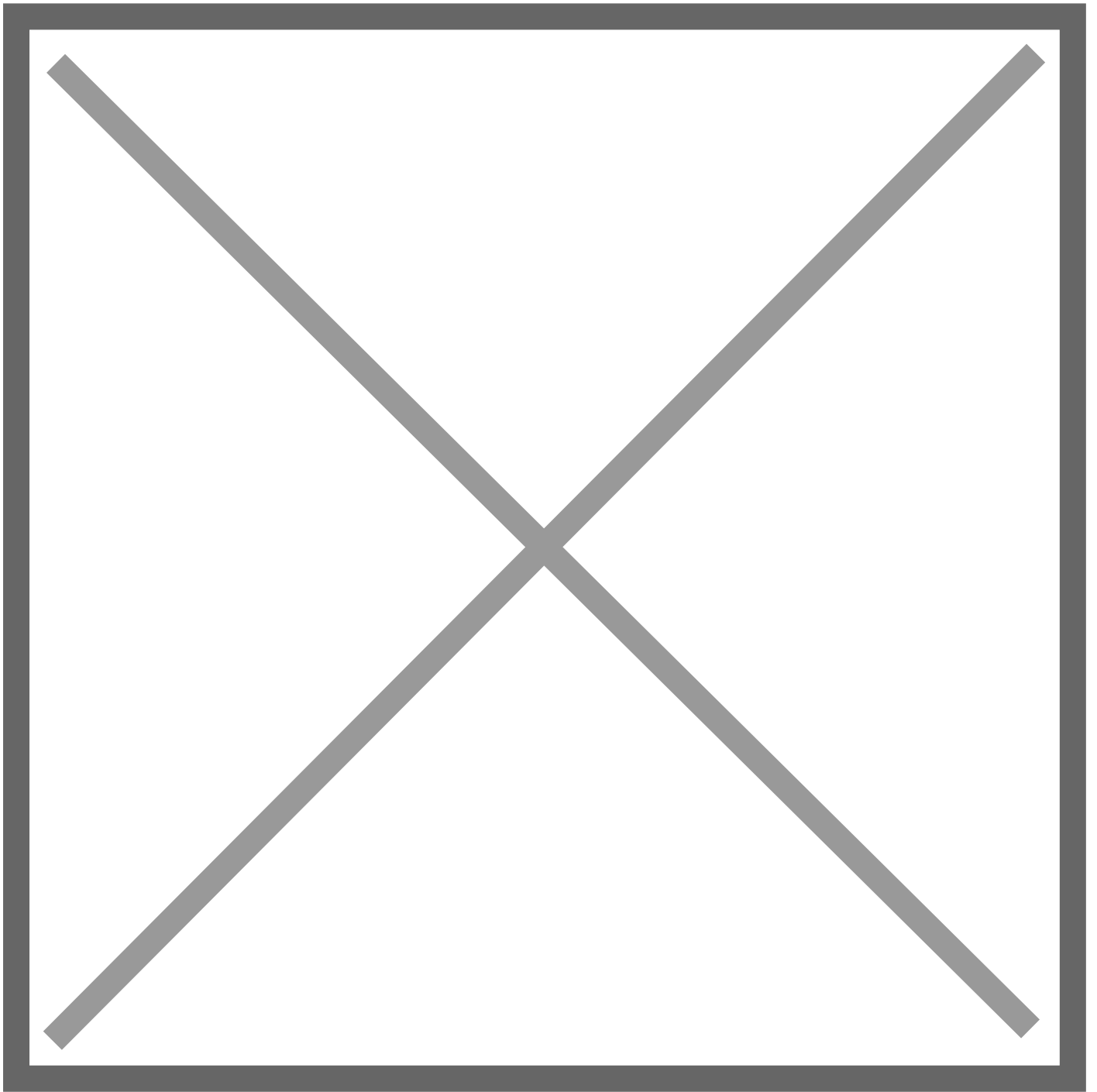
Tech-wise, RAV4 Limited comes standard with a 7-inch Multi-Information Display (MID). This also comes standard on XSE and is available on XLE Premium, AG and TRD Off-Road. The Digital Rearview Mirror was the first in any Toyota vehicle in North America in 2019. It functions as a conventional rearview mirror, but with the flip of a switch, it displays what's behind the vehicle, relaying the image from a high-mounted, adjustable wide-angle, high-definition camera.

Optional premium comfort content includes ventilated front seats, heated rear seats, and a larger, panoramic moonroof. The available hands-free power liftgate opens with a wave of a foot below the rear bumper.

Elegance Comes to the Compact SUV

In all RAV4 models, the interior offers elevated sophistication with a premium, modern design and uncomplicated layout. The shifter emerges from a smooth boot, and the HVAC knobs in the center panel provide outstanding tactility. The center console features a standard Electronic Parking Brake (EPB) for easy accessibility.

Handy storage abounds in the RAV4, including the console's large volume, side-by-side cup holders, and an open tray capable of holding small items. In addition, an in-dash tray within easy reach of the front passenger can hold electronics, sunglasses, and other travel must-haves.



Rear seat passengers will appreciate the spacious cabin thanks to an increase in left and right couple distance and legroom compared to the previous-generation RAV4. The rear cargo area features a reversible liner as well as side nets for storing small items. The 60/40 folding rear seats easily expand the rear cargo area.

Advanced Multimedia

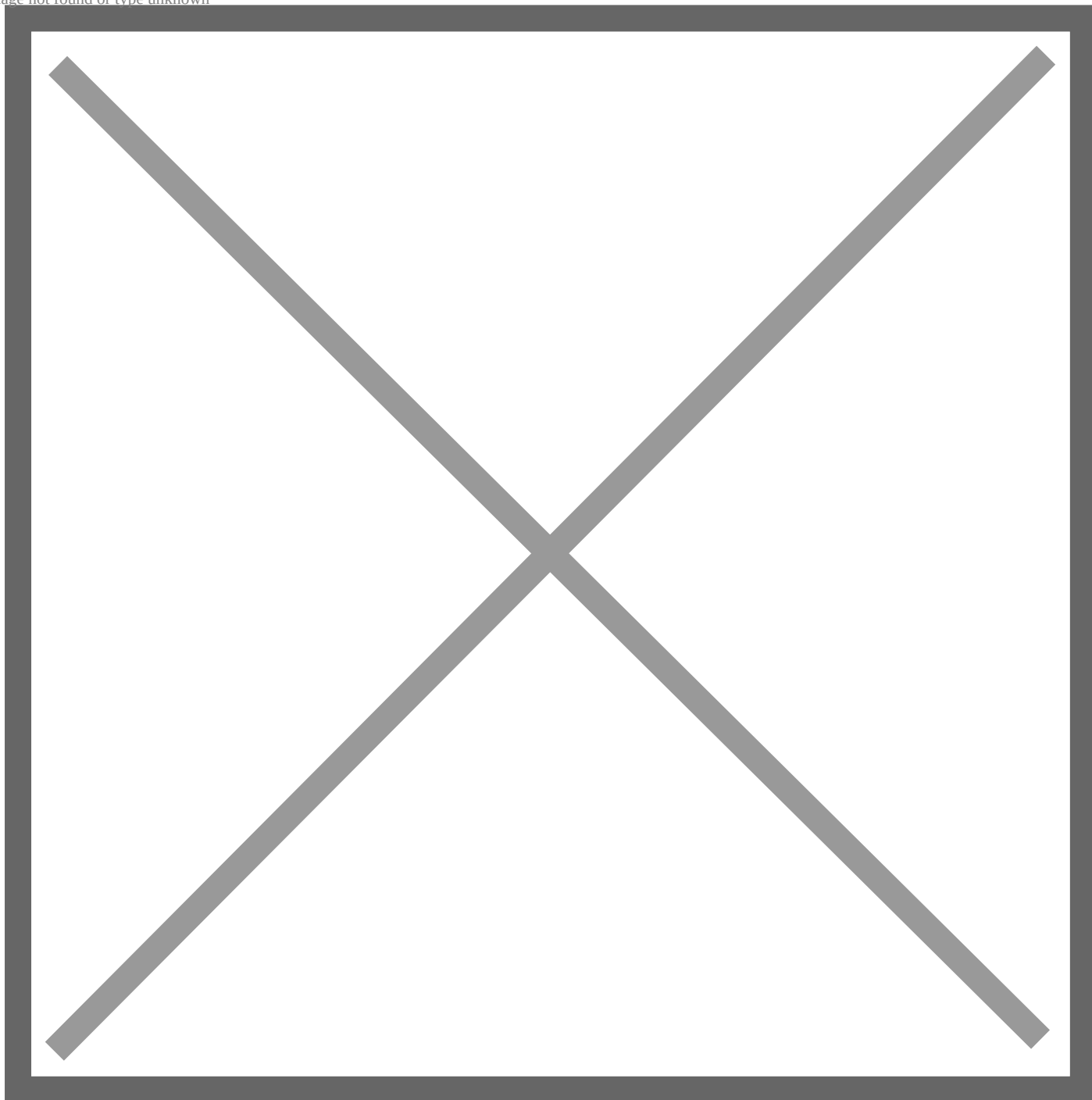
Every RAV4 is equipped with Toyota Multimedia including SiriusXM[®] and Wi-Fi Connect and hands-free access to Apple CarPlay[®], Android Auto[™] and Amazon Alexa compatibility. The standard Audio system uses a

7-inch touchscreen perched atop the center stack and functions as the display for the standard rear backup camera. Audio Plus adds an 8-inch touchscreen, while Premium Audio includes integrated dynamic navigation and JBL®.

Enhancing multimedia features, RAV4 can be equipped with up to five total USB ports in the front and rear rows, plus an optional Qi wireless charging tray positioned at the front of the center console. The available JBL® Audio incorporates an enhanced system architecture and speaker design. The result is an all-access pass to an intimate in-vehicle concert experience.

2021 RAV4 Pricing

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The RAV4's Full Safety Story

In addition to TSS 2.0, the 2021 RAV4 is equipped with Toyota's Star Safety System, which includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Anti-lock Braking System (ABS), and Smart Stop Technology (SST). Available safety technologies include Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA), Bird's Eye View Camera, Intelligent Clearance Sonar (ICS), and Rear Cross Traffic Braking (RCTB) system.

Toyota 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 perforation from corrosion for 60 months with no mileage limitation. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever comes first from original date of first use when sold as new. The HV battery is covered for 10 years/150,000 miles, whichever comes first, and is transferrable across ownership.

The 2021 RAV4 also comes standard with ToyotaCare, a complimentary plan covering normal factory-scheduled maintenance, for two years or 25,000 miles, whichever comes first, and 2 years of Roadside Assistance, regardless of mileage.