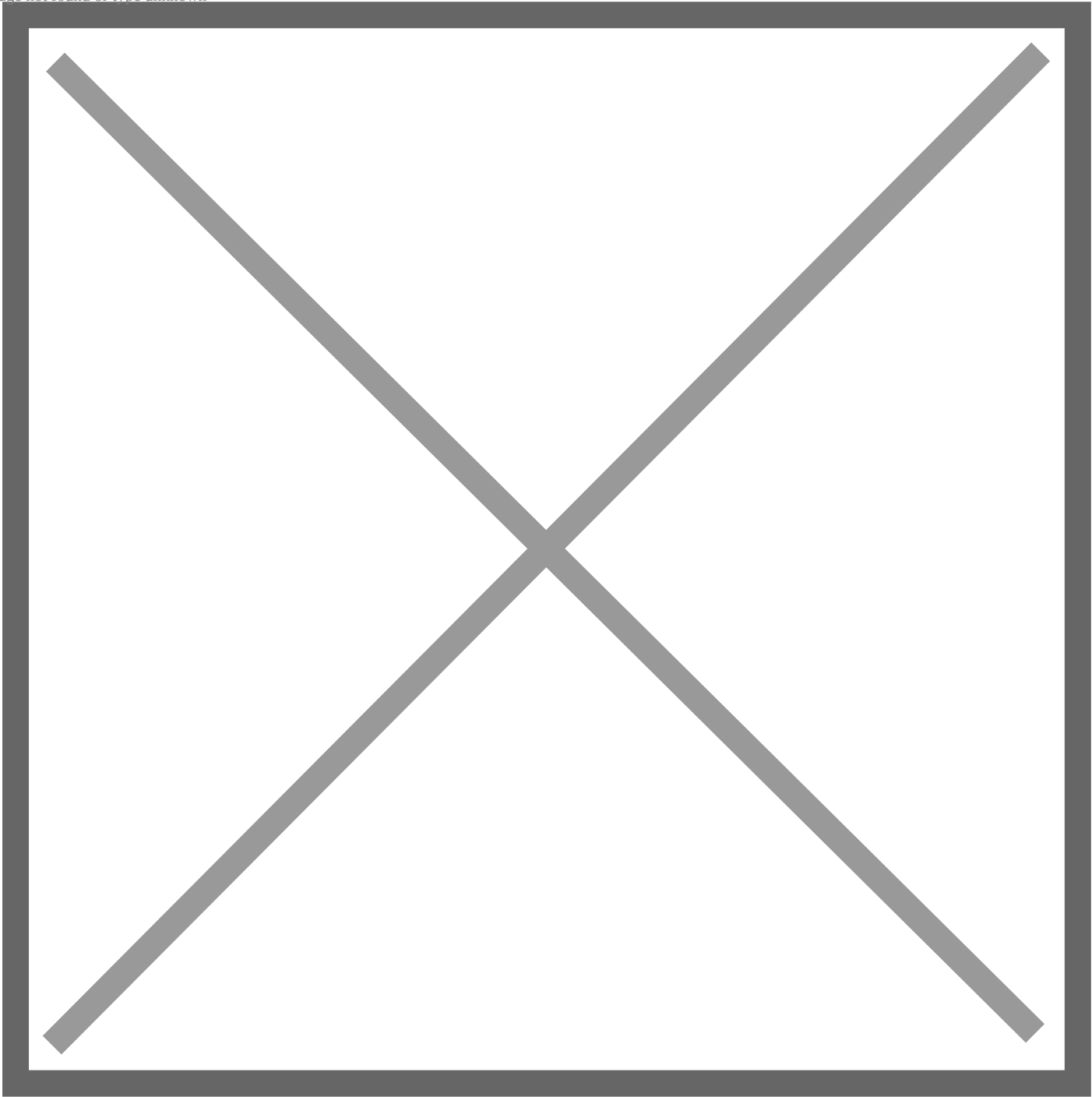


New Name, Same Great Powertrain for the 2025 Toyota RAV4 Plug-in Hybrid

September 26, 2024

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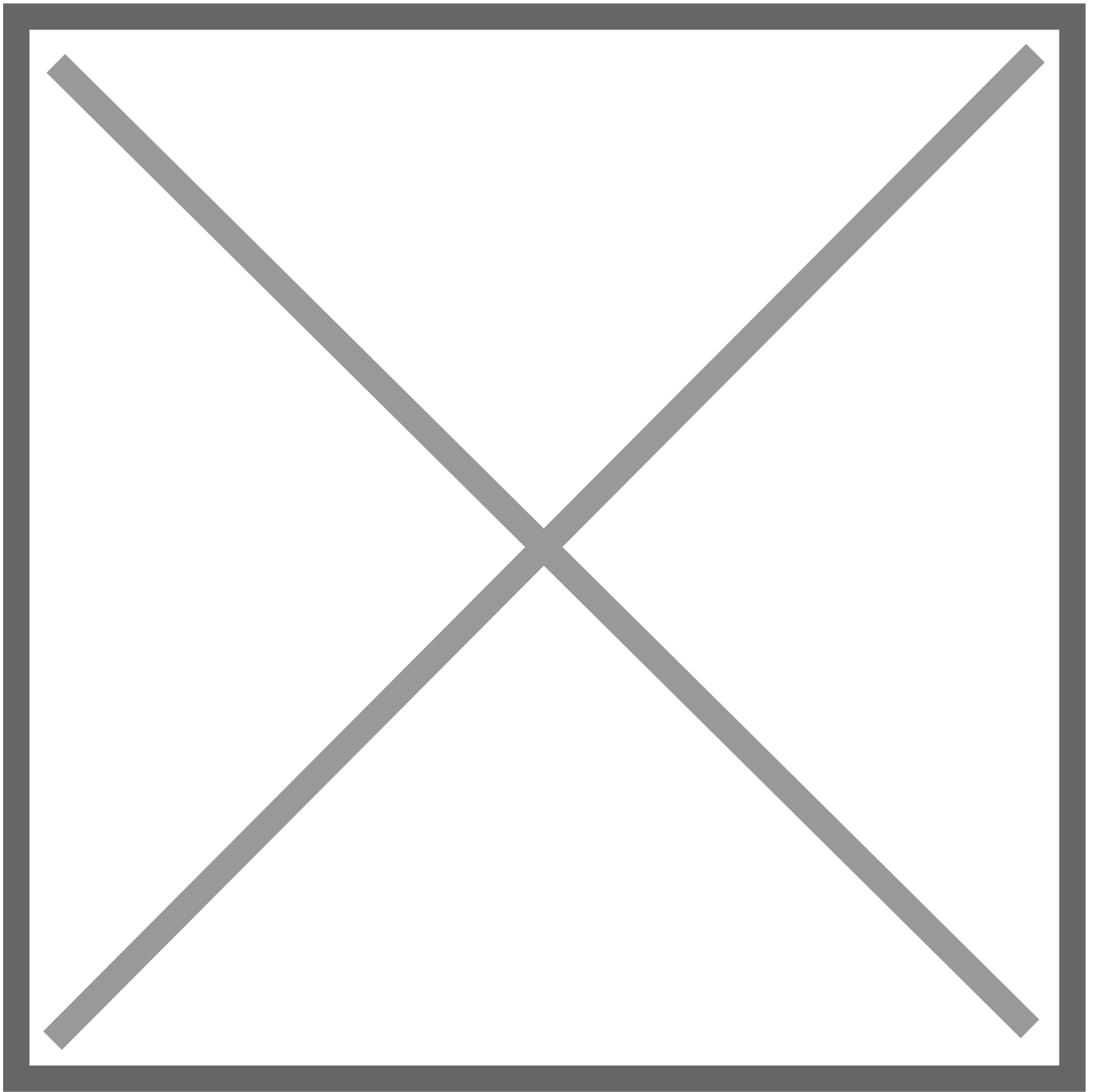


PLANO, Texas (Sep. 26, 2024) – Since 2019, the Toyota RAV4 Prime model has brought the flexibility of Plug-in Hybrid driving to customers. With 42 miles of battery powered all-electric range that can be recharged at home or a public charging station, and a manufacturer-estimated 38 MPG combined rating when in hybrid mode, it's a RAV4 made to put the power of choice in drivers' hands. For model year 2025, it continues with a winning blend of powerful electric and hybrid-electric driving and changes its name to RAV4 Plug-in Hybrid Electric Vehicle (PHEV), or simply RAV4 Plug-in Hybrid. The switch to the RAV4 Plug-in name is intended to help consumers more easily identify the powertrain choices among RAV4 models. In addition to the model naming change, the Toyota logo on the front and rear of the vehicle will no longer have a blue "halo" within.

The 2025 RAV4 Plug-in Hybrid will be available in a choice of SE or XSE grades. It has the practicality of 33.5 cubic feet of rear cargo volume, seating for five, and a ground clearance of 8-inches. It also comes with standard comfort and convenience features like heated front seats, Blind Spot Monitor, and Rear Cross Traffic Alert. For added comfort, it has available features like ventilated front seats, heated outboard rear seats, and a power tilt/slide moonroof.

With 302 net system horsepower and the capability of reaching 60 mph in just 5.5-seconds, the RAV4 Plug-in Hybrid brings impressive performance, and it has the looks to match. It wears 19-inch alloy wheels with red-painted shock absorbers on the XSE model for an extra dash of style and comes with 18-inch five-spoke wheels on the SE. Add touches like a black diamond-patterned front grille, LED Daytime Running Lights (DRL), and a silver painted front lower spoiler and you have a package that brings style, performance, and efficiency. The RAV4 PHEV is available in six paint colors on the SE grade and five two-tone exterior colors on the XSE grade.

The 2025 Toyota RAV4 PHEV is expected to arrive in limited quantities at Toyota dealerships starting in late 2024. The Manufacturer Suggested Retail Price (MSRP) of the 2025 RAV4 Plug-in Hybrid starts at \$43,865 (SE grade), excluding Dealer Processing and Handling fee.

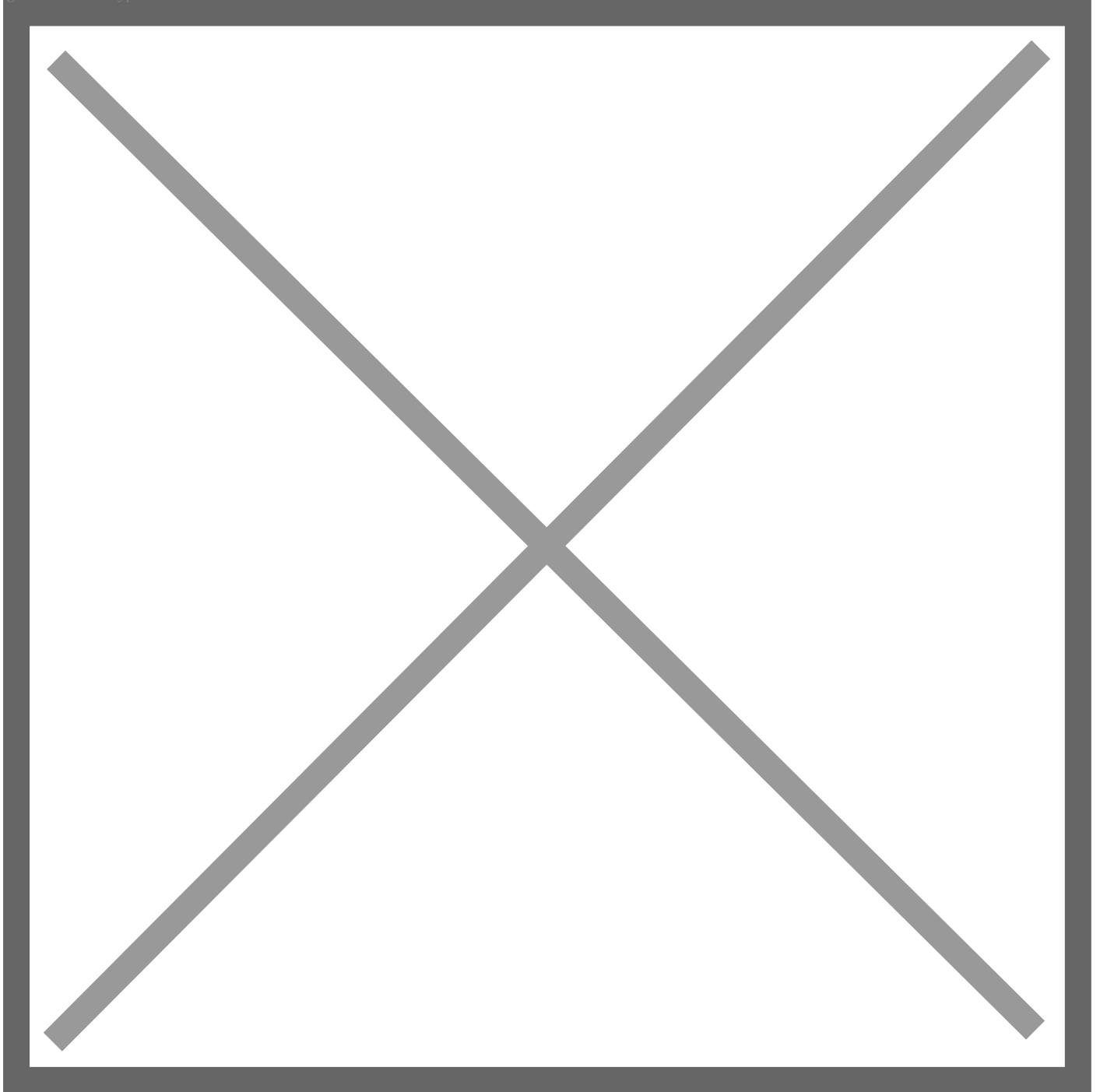


Efficient and Powerful by Any Name

The first-ever RAV4 to feature the Plug-in Hybrid powertrain was revealed with the distinct Prime name in 2019 . This Prime name, meaning “the best,” was first introduced with the second generation of the Prius Plug-in Hybrid in 2016. The name and accompanying badge designated the Plug-in Hybrid models’ superior combination of performance and efficiency, with each Plug-in Hybrid variant featuring a higher combined system output (HP) and Torque than their HEV siblings.

Today, that superior performance remains and still provides that same exhilaration under the new Plug-in Hybrid moniker – wearing a PHEV badge on the rear to match. The 2025 RAV4 Plug-in Hybrid is one of the quickest models in the Toyota lineup with 302 net combined horsepower and a 0-60 time of just 5.5-seconds. With its Plug-in Hybrid powertrain and standard Electronic On-Demand AWD (AWD) it can be driven as an efficient hybrid on long drives and has a manufacturer-estimated range of 42 miles in its EV-only mode.

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Over the years, Toyota hybrids have demonstrated high performance with low fuel consumption for years, and the 2025 RAV4 Plug-in Hybrid keeps that reputation going strong. With an advanced gas/electric powertrain,

RAV4 PHEV delivers the power drivers crave while still delivering a smooth, comfortable ride. Both the standard RAV4 Hybrid and the RAV4 Plug-in Hybrid are powered by Toyota's Hybrid Synergy Drive powertrain, which seamlessly combines the output of the gasoline engine and electric motors. The biggest difference is the RAV4 Plug-in Hybrid's enhanced EV-only mode, which powers the wheels with a combination of the traction battery and electric motors. The RAV4 Plug-in Hybrid uses the same 2.5-liter four-cylinder as the RAV4 Hybrid paired with two electric motors for a total system combined output of 302 horsepower.

When the 18.5kWh lithium-ion battery pack runs low, the vehicle will automatically utilize the engine and regenerative braking while driving to recharge it, or it can be plugged in for a full recharge. There's no special equipment needed for home charging; just plug the RAV4 PHEV into a standard household outlet using the supplied cable (Toyota recommends using a dedicated GFI 15A outlet). The onboard 6.6kW charger will recharge the battery in about twelve hours on a standard 120V home outlet and in about two and a half hours on a level II charger under ideal conditions. If you can't plug it in, it's okay; the RAV4 Plug-in Hybrid will continue to run like an efficient hybrid.

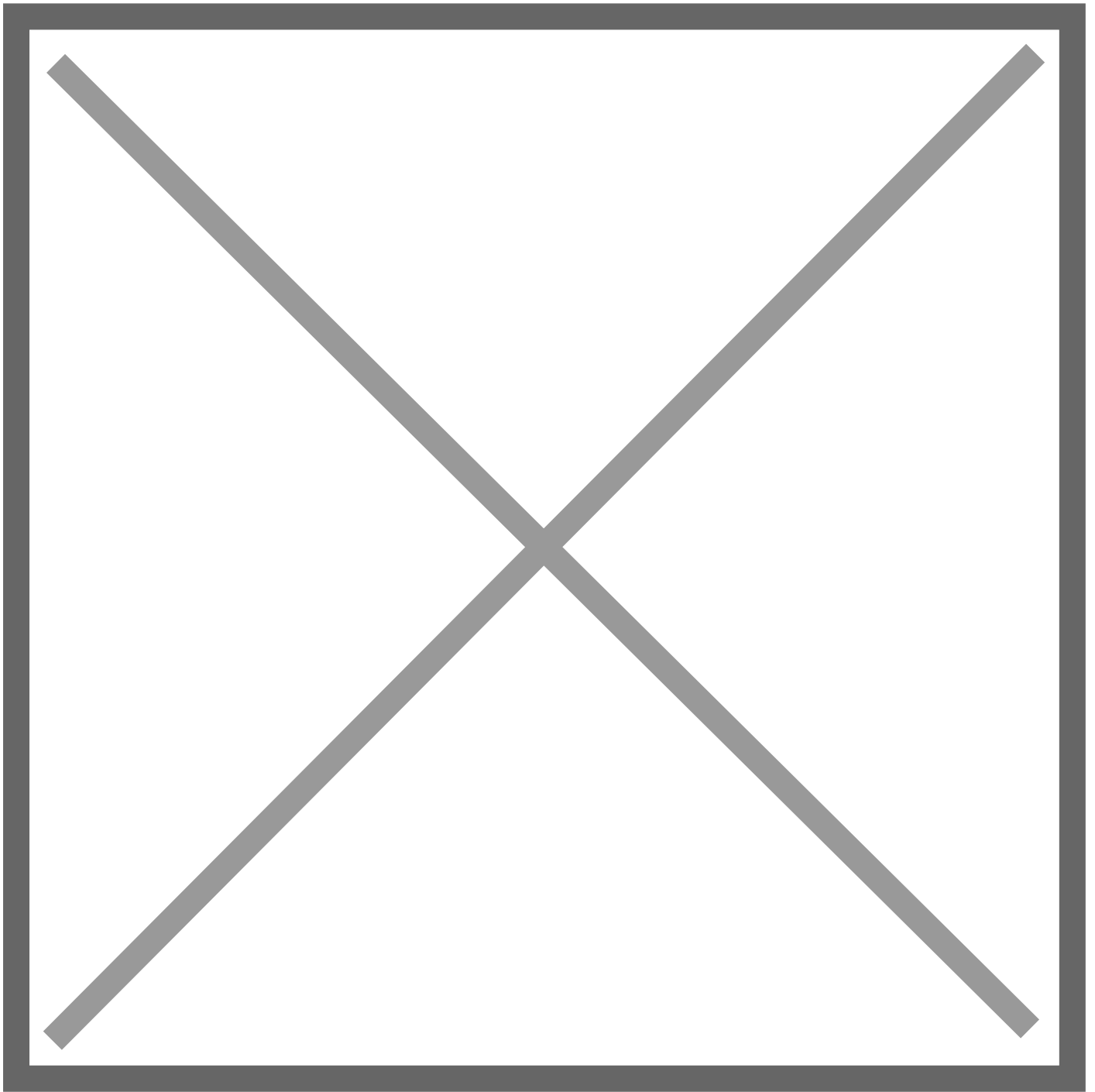
Drive Mode Delight

The RAV4 Plug-in Hybrid has Electric Vehicle (EV), Hybrid Vehicle (HV)/Electric Vehicle (EV) Auto, Hybrid Vehicle, and Charge operation modes. When in EV Mode, RAV4 PHEV will drive like any Battery Electric Vehicle, relying solely on its onboard battery to power the vehicle. When in HV/EV Auto Mode, the vehicle optimizes the use of the two built-in powertrains. In this mode, it will automatically rely more on its electric-only capability for driving around town to conserve fuel and reduce emissions. When faced with more demanding needs such as climbing up steep hills or higher speeds, the extremely efficient gasoline engine will engage as needed and then seamlessly switch back to battery power only.

In Hybrid Mode, the RAV4 PHEV automatically switches between the gasoline engine and the electric motor. It efficiently combines the engine drive force and the electric motors using power from the hybrid battery. When in Charge mode, the vehicle runs exclusively on the 2.5L engine and charges the battery while driving. The RAV4 PHEV also comes with three Drive modes that can be selected to suit the driving and usage conditions. With the twist of a dial, drivers can choose from Eco or Sport modes, and with the push of a button, they can activate Trail mode.

Twisting the dial to left selects Eco mode, which supports improved fuel economy by smoothing torque generation in response to accelerator pedal operations when compared to Normal mode. Eco mode also restrains the heating and cooling system by controlling the fan speed to improve fuel efficiency. A twist to the right activates Sport mode, where the system optimizes steering feel and the hybrid system creates an acceleration response that is suitable for sporty driving, like when driving on a curvy mountain road.

When rough roads are on the day's agenda, RAV4 PHEV drivers will especially appreciate Trail mode, which manages traction with integrated control for the AWD, brake, and drive force control systems. Pushing the Trail mode button activates the system, which acts as a virtual limited slip differential and delivers power to specific wheels for extra traction when needed.



Versatile & Street-Smart

The RAV4 Plug-in Hybrid employs the same version of Electronic On-Demand All-Wheel Drive (AWD) as the RAV4 Hybrid. In both models, a separate rear-mounted electric motor powers the rear wheels when needed. This functionality also includes proactively engaging on acceleration startup and in reduced-traction conditions.

The AWD system also reduces understeer during cornering for enhanced steering stability. Off-pavement, AWD enhances hill-climbing performance. A driver-selectable Trail mode makes it possible to get unstuck by “braking

” a spinning wheel and sending torque to the grounded wheel. With available paddle shifters, the driver can “downshift” to increase the regenerative braking in steps, which fosters greater control when driving in hilly areas, for example.

The RAV4 PHEV’s innovative Predictive Efficient Drive feature acts like an invisible “hyper-miler” co-driver. Using the available navigation system, Predictive Efficient Drive essentially reads the road and learns driver patterns to optimize hybrid battery charging and discharging operations based on driving conditions. The system accumulates data as the vehicle is driven and “remembers” road features such as hills and stoplights and adjusts the hybrid powertrain operation to maximize efficiency.

The RAV4 PHEV’s passenger space isn’t compromised by its Lithium-Ion battery, as it is mounted under the floor. The mounting position also gives the RAV4 Plug-in Hybrid a low center of gravity for stable vehicle handling. The RAV4 Plug-in Hybrid’s enhanced heat pump HVAC system, based on Prius Plug-in Hybrid’s system and tailored to fit the RAV4 PHEV, is designed to maximize EV range by reducing energy consumption for cabin temperature control.

Choice of Two Sport Grades

Toyota engineered the 2025 RAV4 PHEV for the performance-oriented driver and is offering it in sporty SE and XSE grades. Black exterior accents, a black diamond-patterned grille, a silver-painted front lower spoiler, and dual chrome-tipped exhaust complete the premium look.

The SE shows off its sporty side with 18-inch painted and machined alloy wheels. Its tech-packed cockpit comes with a 7-inch driver’s display with customizable settings that provide information like battery charge meter, fuel economy information, hybrid energy monitor, and more. The SE grade features fabric-trimmed seats with sporty red stitching and embossed seat inserts. The SE’s list of equipment is quite comprehensive, with standard:

- Heated front seats
- 8-way power driver’s seat with lumbar adjustment
- 7-inch Multi-Information Display
- Blind Spot Monitor with Rear Cross-Traffic Alert
- 8-inch Toyota Audio Multimedia touchscreen
- Leather-trimmed steering wheel and shift knob with red stitching
- Height-adjustable power liftgate with jam protection
- 6.6 kW on-board charger

The available Weather & Moonroof Package is chock-full of upgrades like a heated steering wheel, heated rear outboard seats and rain-sensing windshield wipers with de-icer function for added convenience, and a power tilt/slide moonroof with one-touch open/close.

Go Extra Sporty

The RAV4 PHEV XSE grade stands apart with an available two-tone exterior paint scheme pairing a black roof with select colors, including the striking Supersonic Red (extra-cost color). Other standard features include:

- Exclusive 19-inch two-tone alloy wheels
- Vertical LED front accent lights
- 10.5-inch Toyota Audio Multimedia touchscreen display with JBL speakers including subwoofer and amplifier
- 12.3-inch digital gauge cluster with customizable settings
- Leather-trimmed steering with paddle shifters
- Available panoramic power tilt/slide moonroof with one-touch open/close
- SofTex®-trimmed seats with sporty red stitching and fabric inserts

- Qi-wireless phone charger
- Ambient interior lighting
- Auto-dimming rearview mirror with HomeLink® universal transceiver

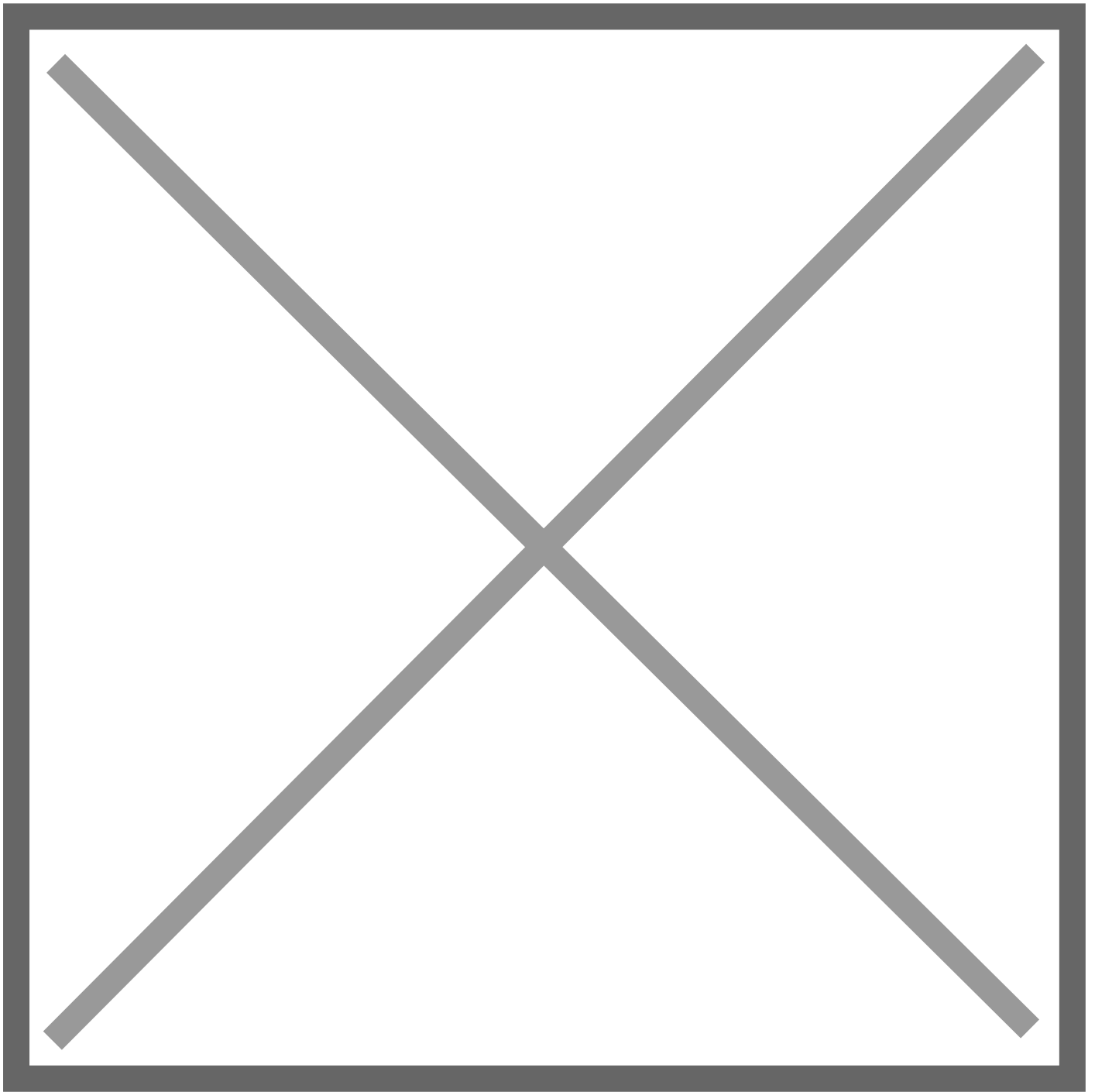
Available options for the XSE grade include:

- **Weather Package**

- Heated leather-trimmed steering wheel
- Heated rear outboard seats
- Rain-sensing wipers w/ wiper de-icer

- **Weather and Premium Package**

- Includes weather package features plus:
 - Digital rearview mirror with HomeLink®
 - 120V/1500W AC power outlet in cargo area
 - Panoramic power tilt/slide moonroof with one-touch open/close
 - Foot-activated rear power liftgate
 - SofTex®-trimmed seats with sporty red accents and stitching
 - Panoramic View Monitor
 - 4-way power-adjustable front passenger seat with seatback pocket
 - Smart Key System on all doors
 - Perforated heated and ventilated front seats
 - Parking Assist with Automatic Braking
 - 10-inch color Head-Up Display

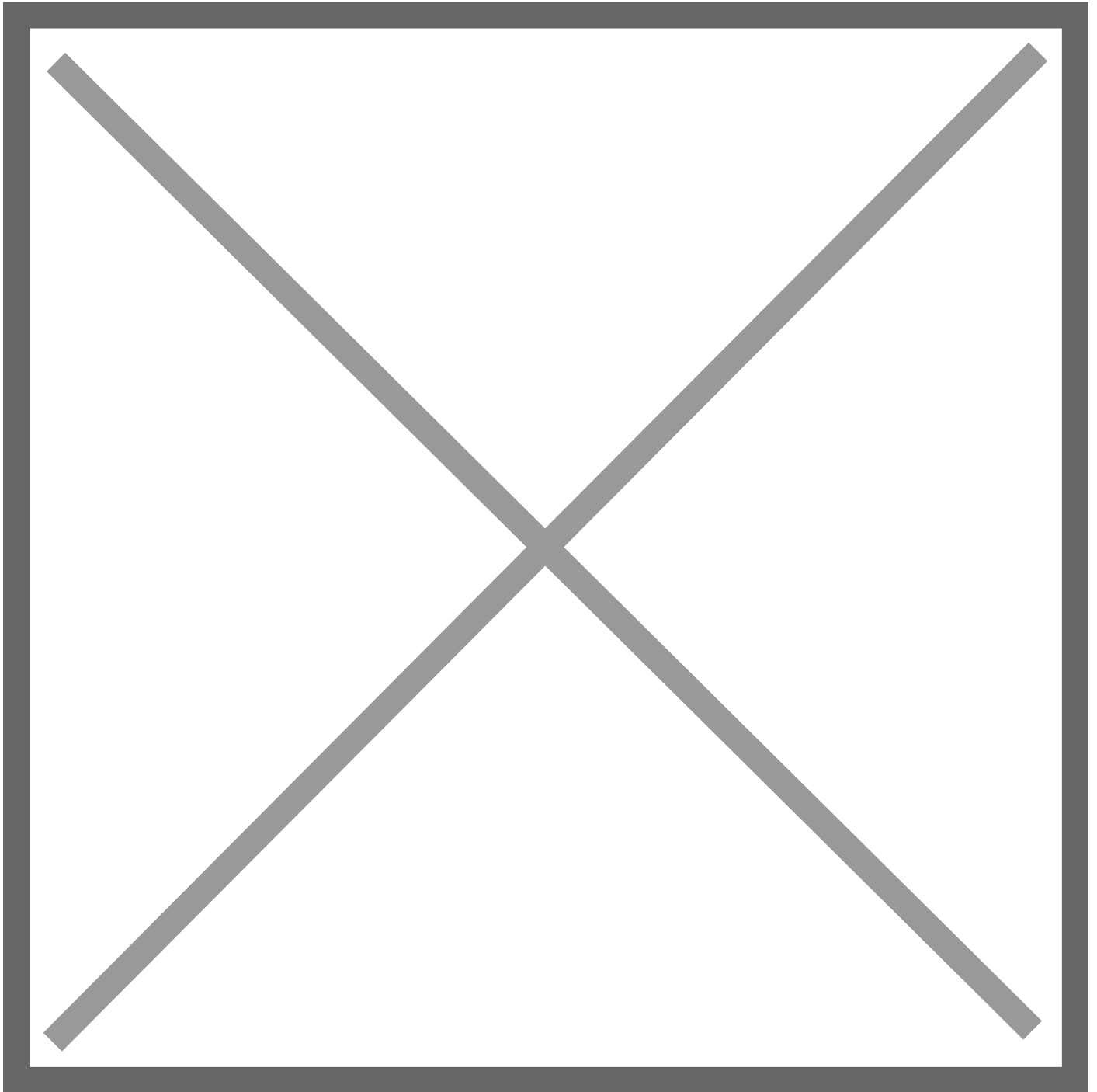


Toyota Audio Multimedia

For 2025, the RAV4 Plug-in Hybrid will feature the latest Toyota Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technology team. RAV4 Plug-in Hybrid drivers can experience a wide range of enhanced connectivity and convenience features and interact with the system through intuitive touch and voice activation controls. With the available Drive Connect* Connected Service trial or subscription, 1-year trial on the XSE grade with capability on the SE grade, drivers and passengers have access to Intelligent Assistant, Cloud Navigation, and Destination Assist. With Intelligent Assistant, simple phrases like "Hey Toyota" awaken the system for voice-activated commands to search for directions, find Points of Interest (POI),

adjust audio controls, change the cabin temperatures, and more.

Cloud Navigation*, the available onboard navigation solution, utilizes the cloud to download the latest available map, traffic, and routing information. To ensure users have the most up-to-date search capabilities, POI search is provided by Google Points-of-Interest data. Destination Assist also gives access to 24/7 live agent assistance to locate the next destination.



The Toyota Audio Multimedia system allows for dual Bluetooth® phone connectivity, with support for standard wireless Apple CarPlay® and Android Auto™ compatibility. With further connectivity, the RAV4 Plug-in Hybrid has a Wi-Fi Connect* trial subscription for 30-days or up-to-3GB of data use, whichever comes first. This feature offers 4G connectivity for up to five devices – turning the RAV4 Plug-in Hybrid into an AT&T Hotspot.

Adding to the already robust offering of audio playback ability with HD Radio®, USB data and a SiriusXM® 3-month trial subscription, an active Wi-Fi Connect trial or subscription also enables the new Integrated Streaming feature, providing the ability to link separate Apple Music® and Amazon Music subscriptions to the vehicle for onboard control.

Two different sound systems bring playlists to life across the RAV4 Plug-in Hybrid lineup. The XSE grade comes equipped with an 11-speaker JBL Premium Audio system, including a subwoofer and amplifier standard. The SE grade comes with a six-speaker system standard. Each RAV4 Plug-in Hybrid offers many additional Connected Services. Safety Connect includes an Emergency Assistance Button (SOS), 24/7 Enhanced Roadside Assistance, Automatic Collision Notification, and Stolen Vehicle Locator with up to a 10-year trial. Service Connect allows drivers to receive vehicle health reports, maintenance alerts, and reminders, and it also has up to a 10-year trial.

*Subscription required after trial period. 4G network dependent.

Standard Safety

The 2025 RAV4 Plug-in Hybrid comes standard with Toyota Safety Sense 2.5+, Toyota's suite of active safety systems. It includes Pre-Collision System with Pedestrian Detection that features enhancements over the previous generation, including the ability to detect an oncoming vehicle or a pedestrian at intersections when making a turn. The Pre-Collision System is designed to detect vehicles, pedestrians, and bicyclists and then provide audio/visual alerts and automatic braking in certain conditions. Emergency steering assist is an additional function designed to detect pedestrians and stabilize the driver's emergency evasive steering maneuvers and help prevent lane departure.

TSS 2.5+ on RAV4 PHEV also includes Full-Speed Range Dynamic Radar Cruise Control (DRCC). Lane Departure Alert with Steering Assist can notify the driver with a vibration in the steering wheel and provide steering support to keep the vehicle in its lane. When DRCC is set and engaged, Lane Tracing Assist is designed to assist the driver by providing a slight steering force to help center the vehicle in its lane using visible lane markers or a preceding vehicle.

Automatic High Beams are designed to detect preceding or oncoming vehicles and automatically switch between high-beam and low-beam headlights. Road Sign Assist is designed to recognize certain road sign information using a forward-facing camera and display it on the multi-information display (MID).

In addition to the TSS 2.5+ system, other standard features include Blind Spot Monitor, which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes. The standard Rear Cross-Traffic Alert can offer added peace of mind by helping to detect vehicles approaching from either side while backing out and alerting you with a visual and audible warning. Available Front and Rear Parking Assist with Automatic Braking is designed to provide warning and if needed, implement brake control when there's a possibility of a collision with a stationary object or an approaching vehicle while parking.

The 2025 RAV4 Plug-in Hybrid 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). Other available convenience technologies include Panoramic View Monitor and Front and Rear Parking Assist with Automatic Braking.

Toyota's Rear Seat Reminder also comes standard on RAV4 Plug-in Hybrid. The feature can note whether a rear door was opened within 10 minutes of the vehicle being turned on or at any time after the vehicle has been turned on, with a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes to help remind drivers to check the rear seat for occupants.

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.

RAV4 Plug-in Hybrid also comes with ToyotaCare, a 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.