

Toyota RAV4 Drivers Earn Trail Cred - Thanks to New TRD Off-Road Treatment

February 07, 2019

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CHICAGO, February 7, 2019 – The all-new, fifth-generation Toyota RAV4, which launched just two months ago, is already looking ahead with the unveiling of the 2020 RAV4 TRD Off-Road model at the Chicago Auto Show. Arriving in the fall, the newest addition to the RAV4 family will be outfitted with a full array of special Toyota Racing Development engineering and design features for greater trail-driving capability and standout style.

The vehicle that started the segment 22 years ago is now the best-selling non-pickup truck in the U.S. With the latest generation, it is bringing even more *sport* and more *utility*. For 2020, the new TRD Off-Road is designed for customers who make the great outdoors a second home.

For the first time, the RAV4 will join a formidable team of Toyota TRD Off-Road SUVs and pickups inspired by the brand's legendary off-road and desert racers. Beneath the new-generation RAV4's bolder design, the Toyota New Global Architecture (TNGA-K) platform provides an ideal base for TRD's renowned go-anywhere capability and style. Building on the 8.6-inch ground clearance and design features of the RAV4 Adventure grade, the 2020 RAV4 TRD Off-Road goes above and beyond with suspension, wheels and tires engineered specifically for trail driving.

The Dynamic Force 2.5-liter, 203-horsepower four-cylinder engine, paired with an 8-speed Direct-Shift Automatic Transmission, provides get-up-and-go-anywhere performance and exemplary fuel efficiency. The driver can choose from Sport, Normal and Eco modes. To take more equipment along, such as personal watercraft, dirt bikes or a small enclosed trailer, the RAV4 TRD Off-Road is rated to tow up to 3,500 pounds.

Standard Dynamic Torque Vectoring All-Wheel Drive can direct up to 50 percent of engine torque to the rear wheels, as well as distribute torque to the left or right rear wheel to enhance handling on or off pavement. When AWD isn't needed, such as on long highway stretches, Rear Driveline Disconnect optimizes fuel economy.

Using standard Multi-Terrain Select, the driver can maximize traction by matching the drive mode to the conditions — Mud & Sand mode for beach driving, or Rock & Dirt mode for trails, and Snow for wintery conditions, for example. The Multi-Information Display (MID) shows torque allocation and slip control data. The new-generation RAV4's short front and rear overhangs enhance trail-driving capability. In addition, the RAV4 TRD Off-Road will include Hill Start Assist Control (HAC), Trailer Sway Control (TSC), and Downhill Assist Control (DAC) for optimal on-road and off-road performance and safety.

Thoroughly TRD

The 2020 RAV4 TRD Off-Road takes cues from Toyota's rich off-road racing history. It shares high-rise roof rails, large over-fenders, and aggressive bumper, grille designs and fog light surrounds with the RAV4 Adventure grade, but with a uniquely TRD personality.

Inspired by TRD's successful learnings with Ryan Millen's Rally RAV4, TRD Off-Road suspension is engineered to enhance body control and small-bump isolation to help smooth out trails and rough city streets. Unique red coil springs are tuned for an off-road focus. The twin-tube shocks are re-valved and feature new internal rebound springs to improve rebound control. New bump stops maximize compression direction wheel travel and help improve body control over large bumps and dips.

The 2020 RAV4 TRD Off-Road exclusively 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. These all-terrain tires mean business, with a unique tread pattern and compound developed to TRD technical requirements. A rugged square shoulder design helps protect against punctures, on or off road, and the tires are Severe Snow Rated with open shoulder grooving to shed debris, mud and snow.

Available in an exclusive two-tone Magnetic Gray Metallic w/Ice Edge Roof combination, the RAV4 TRD Off-Road is accented by dark gray front and rear lower fascias, and front LED fog lights are standard. TRD Off-Road is also available in Midnight Black or Lunar Rock, both of which are available with optional Ice Edge Roof. Other available colors include Ruby Flare Pearl and Super White.

Inside, striking red stitching and red trim accent the cabin. Seat surfaces are covered in comfortable SofTex, which is lighter than leather yet highly durable, and the front seats have “TRD” stitched into the headrests. Exclusive TRD all-weather floor mats and rear cargo mat capture the mud, sand and water dragged in from the outside and easily shake out for cleanup.

Next-Generation Toyota Safety Sense (TSS 2.0)

Toyota Safety Sense (TSS 2.0), which is already standard on all 2019 RAV4 models, includes 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 will also be standard on the 2020 RAV4 TRD Off-Road.

Limited Warranty and ToyotaCare

The 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 corrosion with no mileage limitation. Toyota dealers have complete details on the limited warranty.

RAV4 also comes standard with ToyotaCare, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.