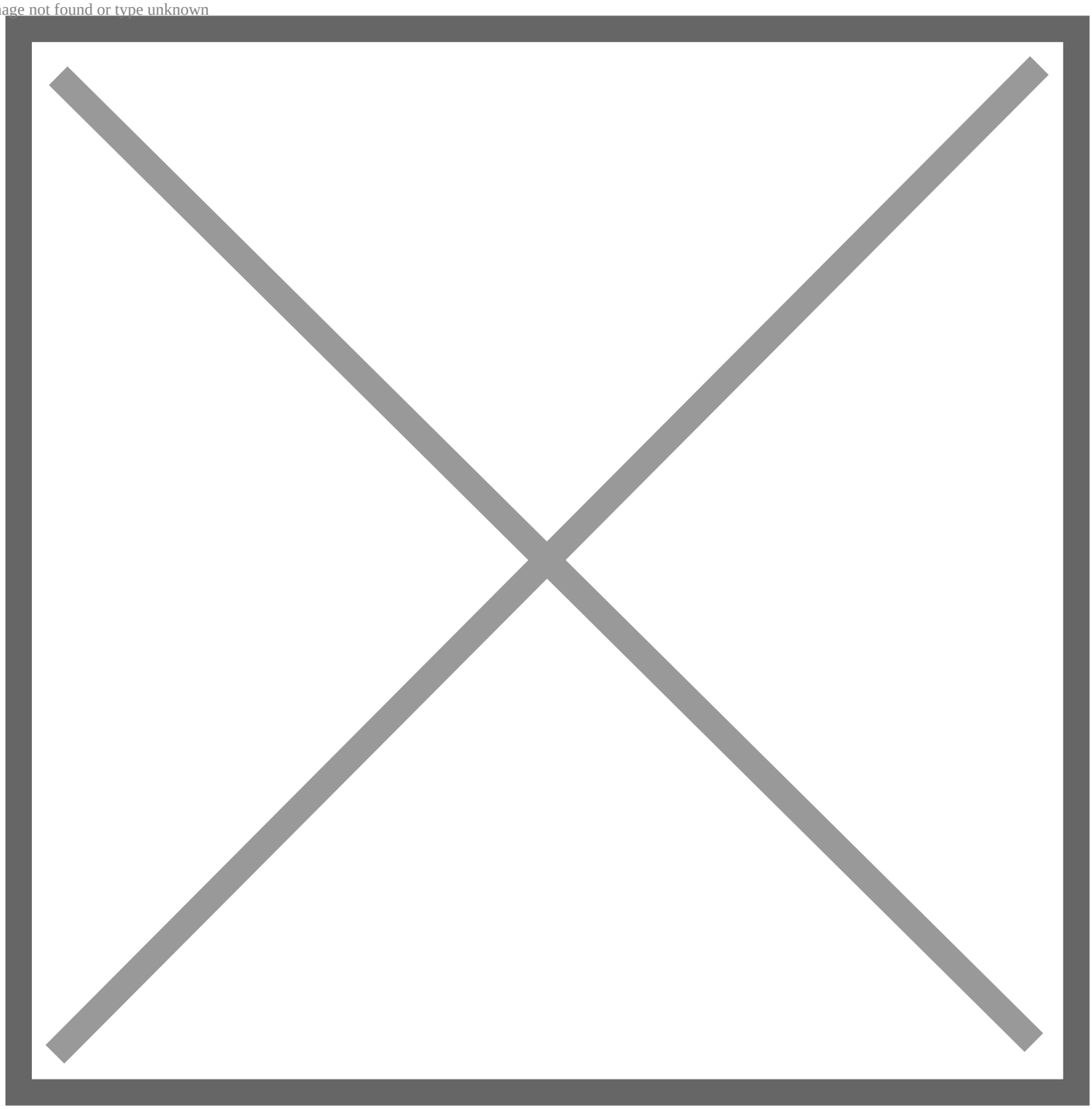
Five Things To Know About the All-New 2026 Toyota RAV4

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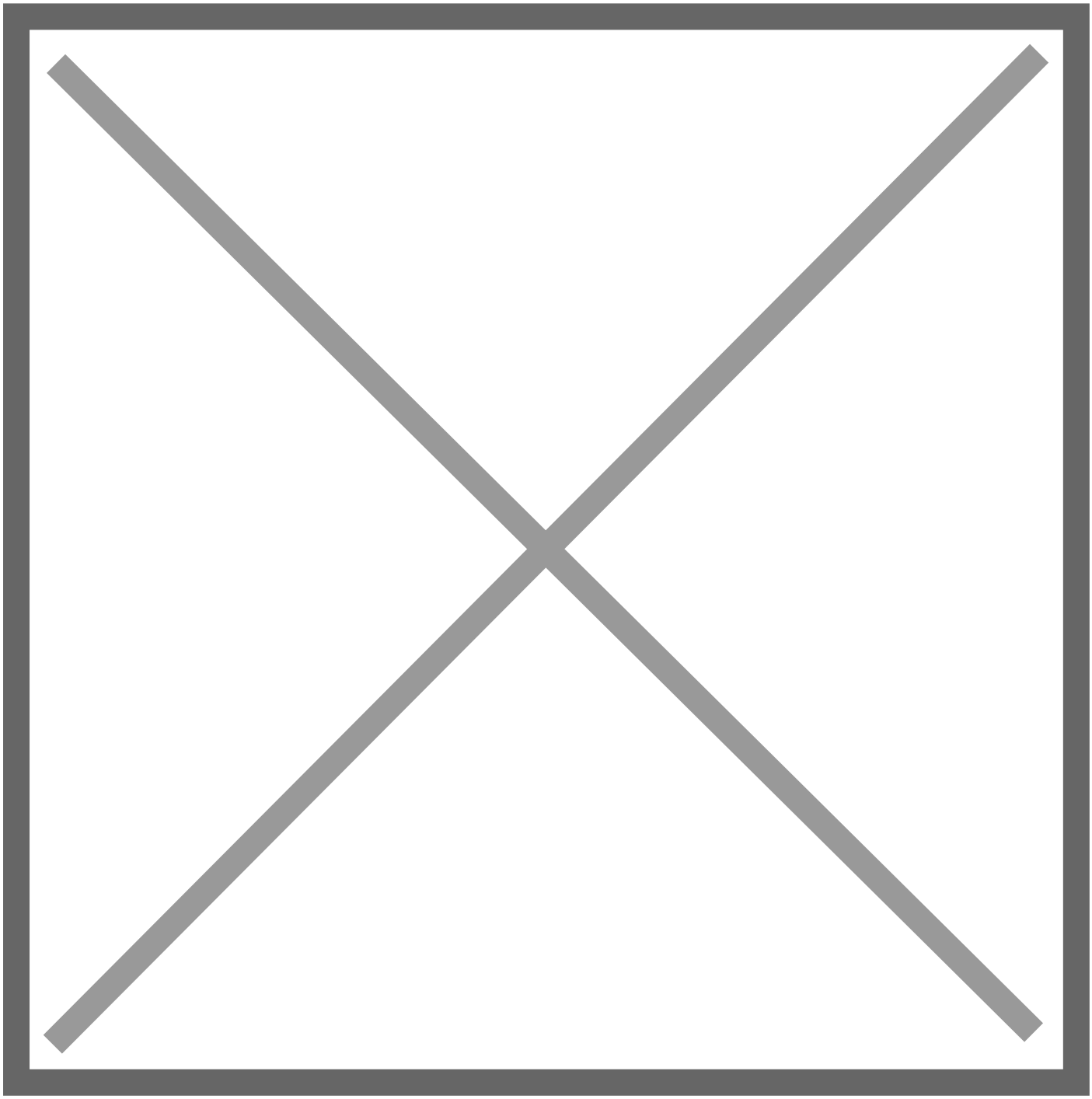


For nearly 30 years, the Toyota RAV4 has been a staple in the small SUV segment, blending everyday practicality with performance, technology and a rugged spirit. And for 2026, Toyota is bringing exciting energy to every drive with the debut of the sixth-generation RAV4.

From a new design and powertrain innovations to software advancements, the 2026 RAV4 is primed to push boundaries while staying true to its versatile roots.

Here are five things you need to know about the all-new 2026 Toyota RAV4.

A Redesigned 6th Generation



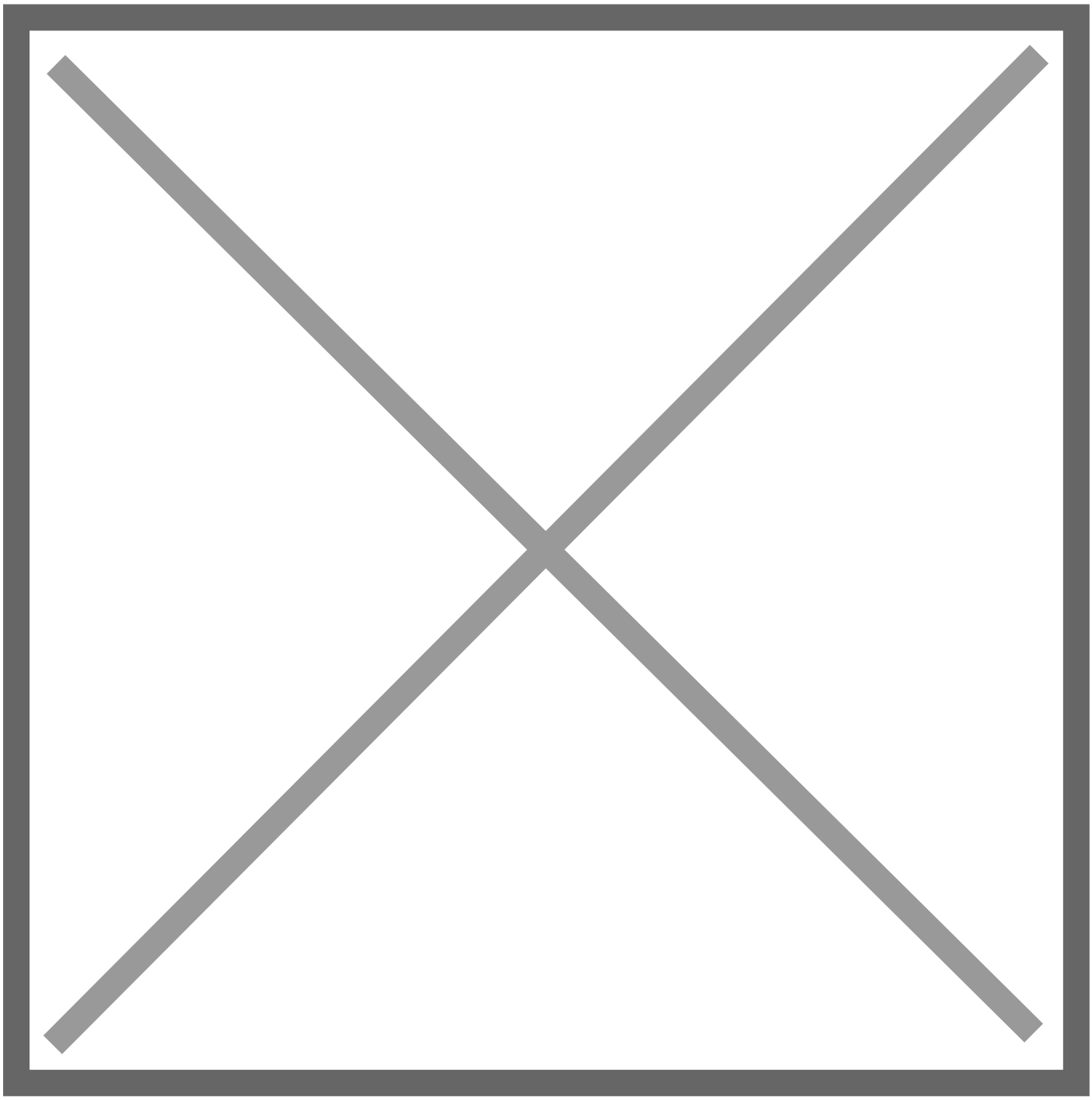
The RAV4 enters a new era with a full redesign for its sixth generation.

Built on the Toyota New Generation Architecture-K (TNGA-K) platform, the newest RAV4 receives structural rigidity increases due to reinforcement of the frame joints and the suspension mounting points, both benefiting handling and ride comfort. It also adopts a high-damping adhesive that helps reduce micro-vibrations and road noise.

With a sleeker exterior, sharper lines and new grille designs, the 2026 RAV4 carries a modern, edgy aesthetic while still maintaining its go-anywhere practicality.

Inside, Toyota has focused on comfort and refinement. The cabin gets a tech-forward design, like a thin bezel touchscreen display, digital gauge cluster, a center console that combines the shifter, cup holder with a removable divider, and armrest/storage bin with a two-way closure.

Three Distinct Styles, One Dynamic Vehicle

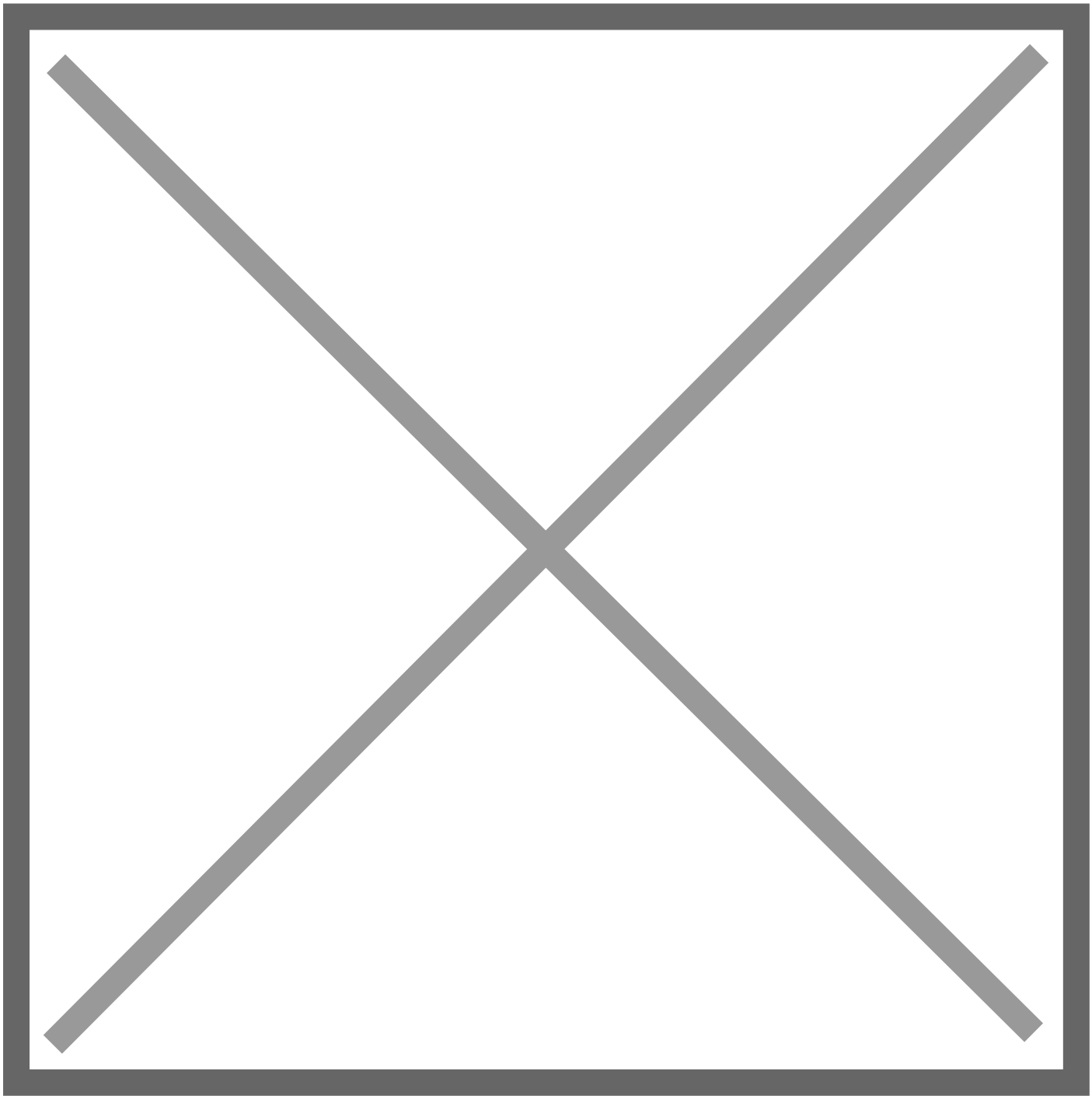


The 2026 Toyota RAV4 lineup offers something for everyone, with three distinct models including Core, Rugged and Sport—across seven grades, each tailored to different driving preferences and lifestyles.

The Core model delivers everyday practicality and comfort. Its design combines a sleek, paint-matched grille with Toyota’s signature hammerhead front end for a modern take on RAV4. Wide overfenders with black cladding and an ascending belt line with chiseled body panels complement its SUV proportions.

The Woodland model represents a rugged expression of RAV4. Built with adventure in mind, the Woodland becomes a standalone grade, and it has features like standard SofTex-trimmed interior and available All Terrain tires.

Power and Range

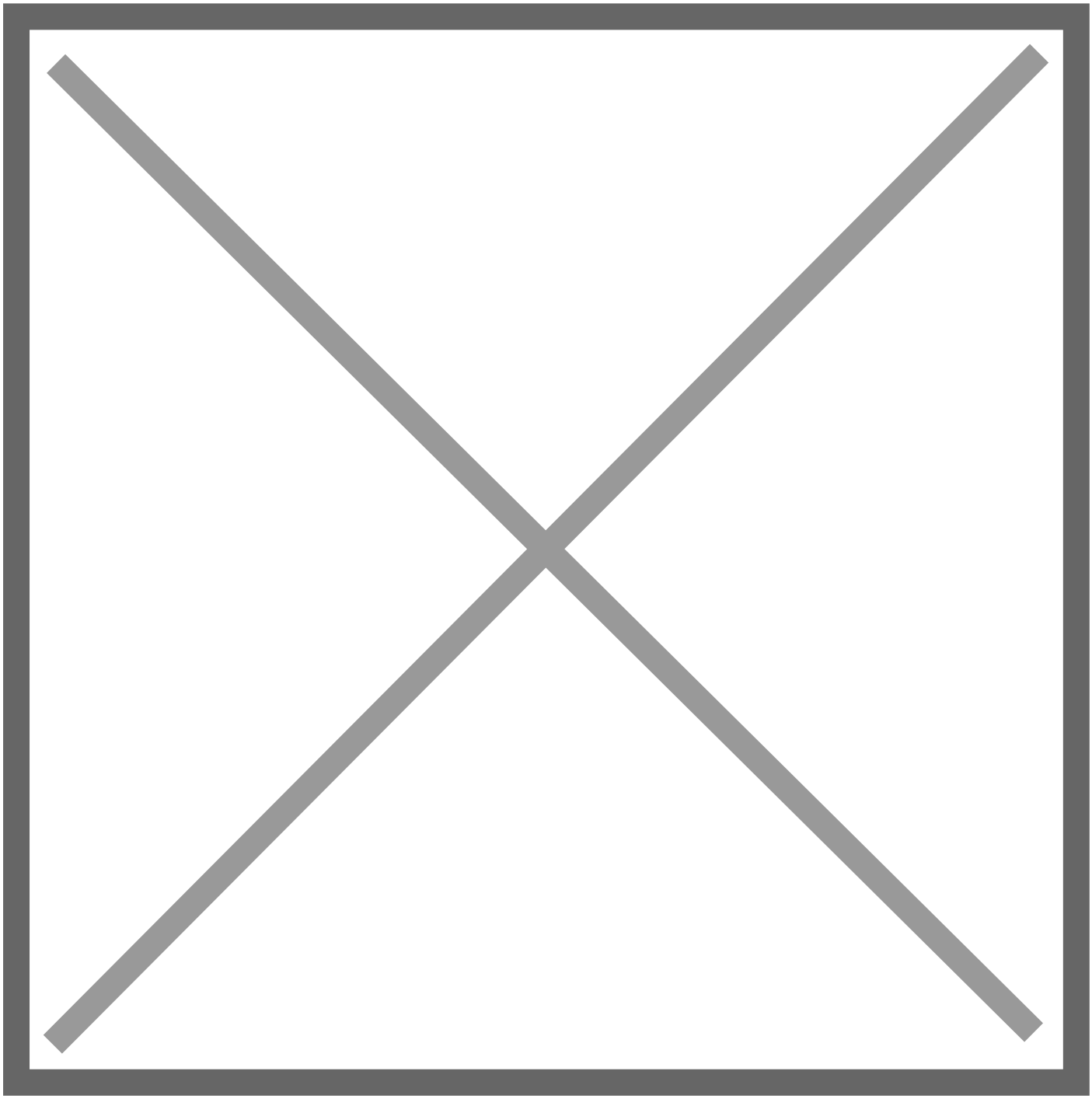


The 2026 RAV4 continues to help lead the charge in electrified performance with updated Hybrid Electric Vehicle (HEV) and Plug-In Hybrid Electric Vehicle (PHEV) models.

For the first time, the RAV4 Hybrid will be available in both front-wheel drive (FWD) and all-wheel drive (AWD) configurations, giving drivers more flexibility to match their lifestyles and driving needs.

The PHEV model comes standard with AWD and now features Toyota's sixth-generation plug-in hybrid system, delivering increased horsepower and an improved manufacturer-estimated all-electric driving range rating. Whether you're looking for daily efficiency or electrified capability for weekend adventures, the 2026 RAV4's hybrid powertrain lineup raises the bar.

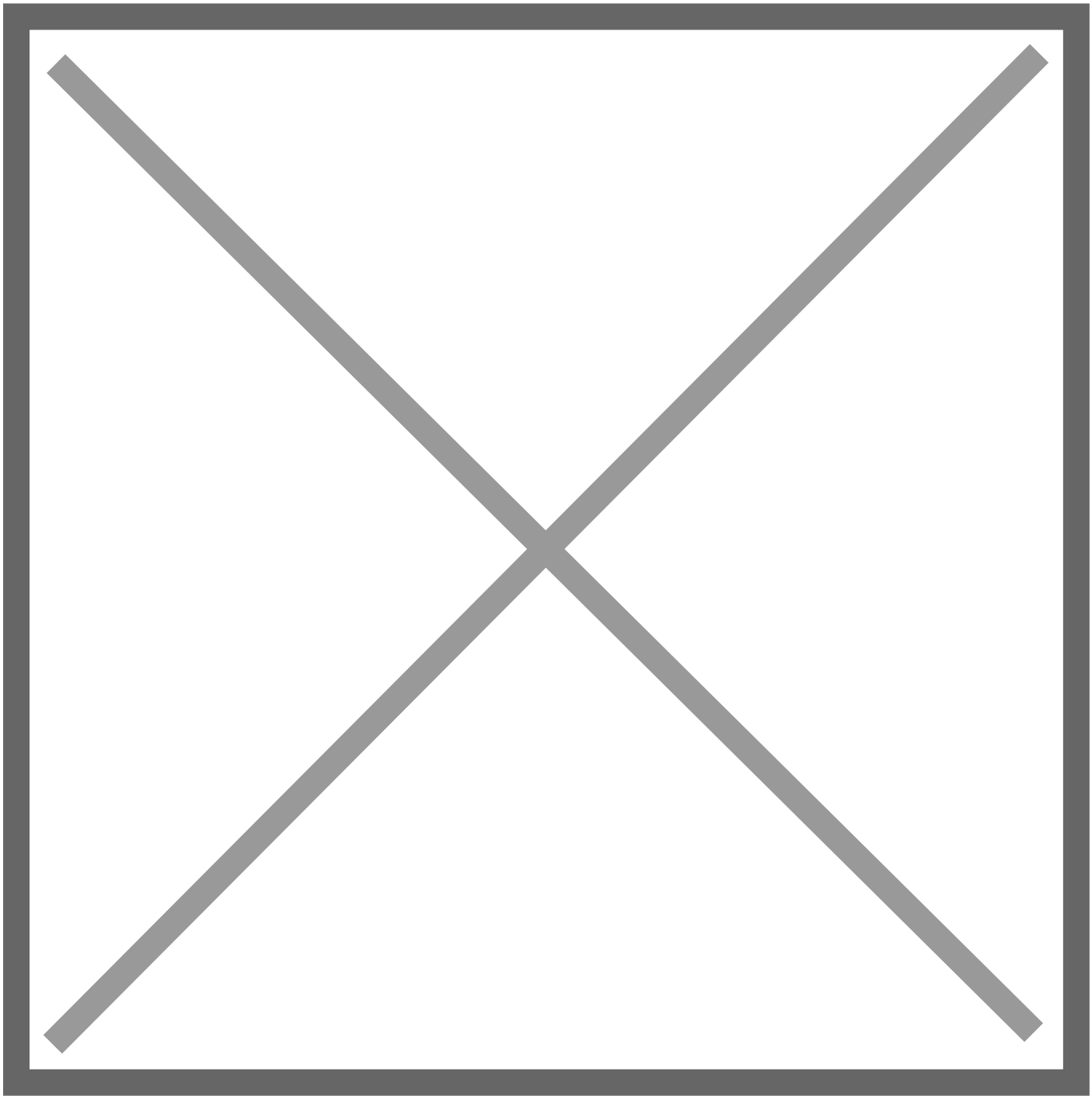
Two New Grades: Woodland and GR Sport



Toyota is making the RAV4 Woodland a standalone grade for 2026. The RAV4 Woodland is a great choice for drivers who crave weekend adventures *and* everyday comfort. Originally introduced as an off-road-inspired trim for the 2023 RAV4 Hybrid, the Woodland edition builds on that appeal, enhancing capability and rugged styling.

The RAV4 Woodland's rugged appeal is captured by the hammerhead front end, which is slightly raised and has a black split upper and lower grille with integrated Rigid Industries® LED lighting for an adventurous look. What's more, it has raised roof rails and a rear activity mount for adding on modular accessories available through Toyota's accessory portfolio.

Whether you’re navigating dirt roads or trailing through inclement weather, the Woodland model lets customers do it in style.

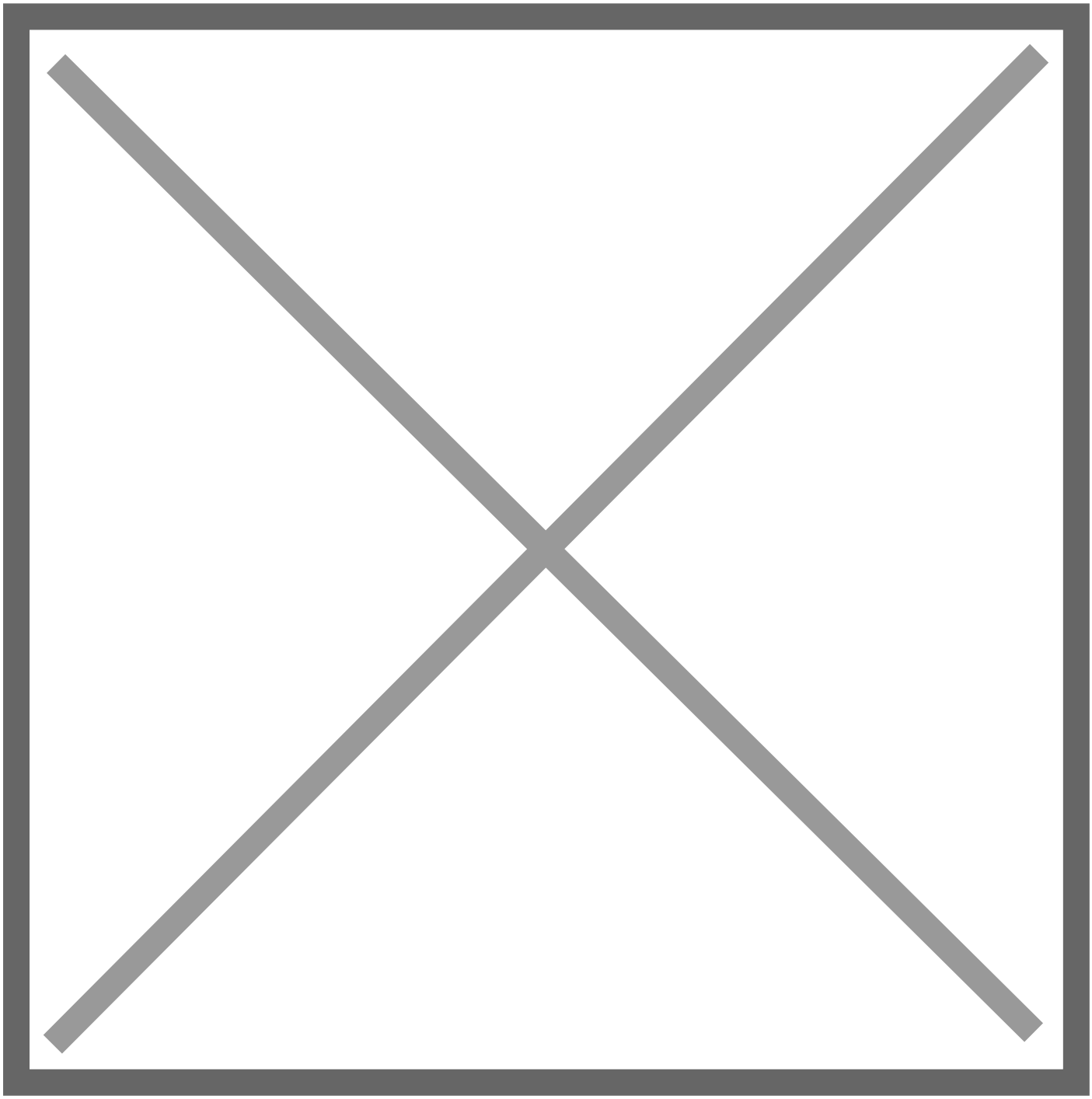


For performance car fans, 2026 marks the debut of the first-ever RAV4 GR SPORT. Designed with input from the Toyota Gazoo Racing (GR) engineering division, it takes inspiration from motorsports for a model that is an expression of driving enjoyment.

It prioritizes handling, with a GR-tuned suspension and power steering, enhanced body rigidity and performance summer tires on unique 20-inch wheels. The vehicle is exclusively available with a PHEV powertrain. It also has a GR Functional MATRIX grille, along with front lower and rear wing-type spoilers for a stylish and functional touch. The XSE and SE grades round out the Sport designs. They are available in HEV or PHEV powertrains with a choice of FWD or AWD depending on the grade, and they have available features, including up to 20-inch wheels, blue interior stitching and two-tone paint.

Whether it’s carving through city streets or tackling winding mountain roads, the GR SPORT brings a new level of fun to RAV4’s well-rounded persona.

A New Frontier of Firsts



The 2026 Toyota RAV4 marks a major milestone in the model's evolution, introducing several notable firsts that position it as one of the most advanced compact SUVs in its class. Leading the charge is Toyota's sixth-generation PHEV powertrain.

The PHEV system also adds output, with up to 320 combined system net horsepower, up 18 hp over the outgoing system. The latest system also reinforces Toyota's commitment to electrification.

Another standout first is the integration of Toyota's Arene software development platform. The integration enables Toyota Safety Sense 4.0 and a new generation Toyota Audio Multimedia system.

Drivers can expect larger touchscreens featuring a customizable home screen, integrated HVAC controls along the bottom of the screen and faster ‘hey Toyota’ voice commands. Smartphone users can also enjoy seamless connectivity through standard wireless Apple CarPlay® and Android Auto™ compatibility.

On the safety front, the 2026 RAV4 comes equipped with the latest Toyota Safety Sense 4.0 package — a comprehensive suite of driver-assist technologies offering detection and intervention to help support safe driving in a wide range of conditions.

Get ready to transform commutes into quality time, back roads into playgrounds and push the limits of every curve in the all-new 2026 Toyota RAV4.