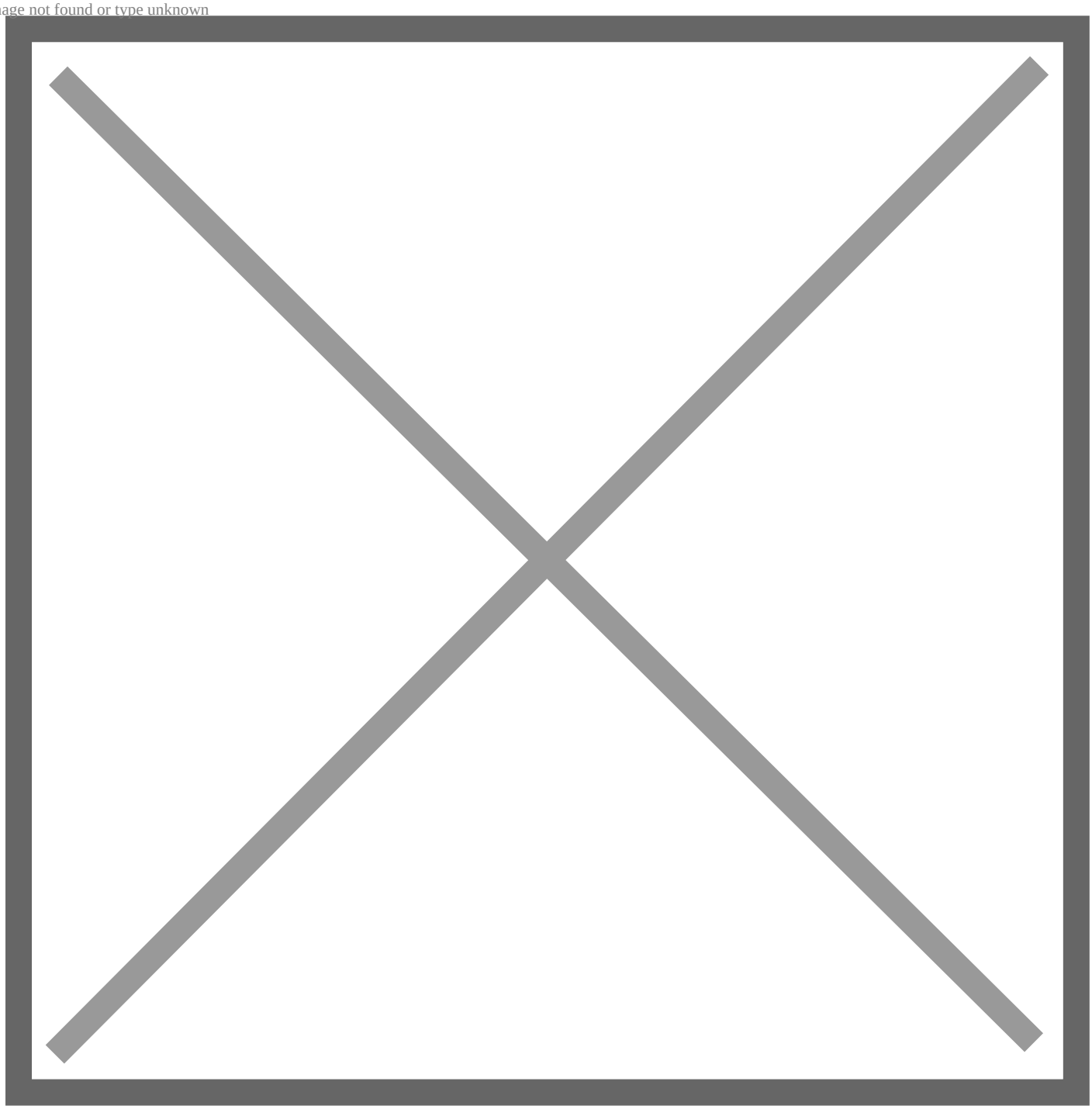
2027 Toyota RAV4 Builds on a Fully Electrified Formula with New Woodland Capability and Expanded Charging Convenience

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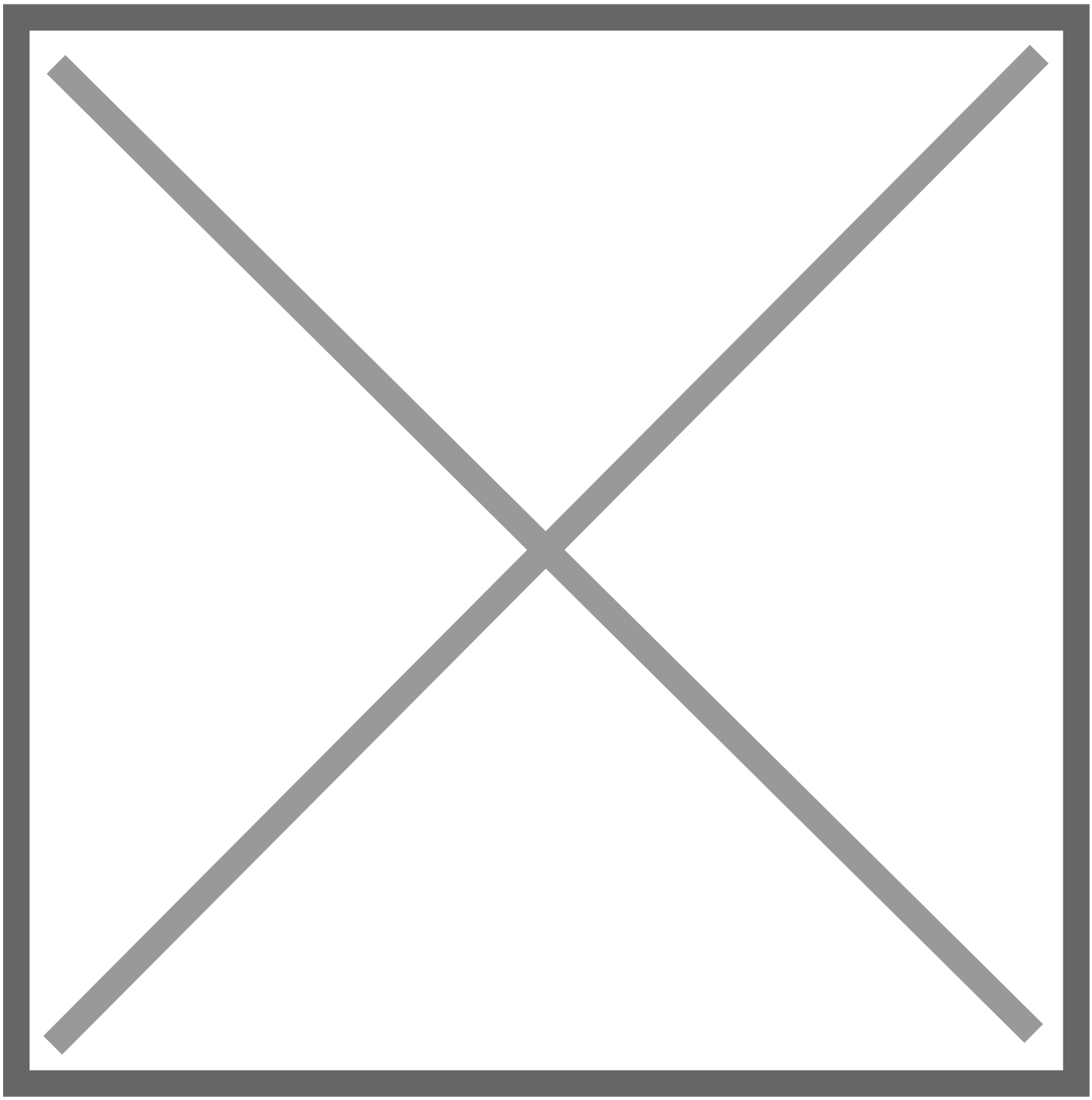
PLANO, Texas (Nov. 5, 2026) — The 2027 RAV4 remains Toyota's benchmark small SUV, offering a fully electrified lineup in a choice of HEV and PHEV powertrains, available FWD or AWD, and a broad range of grades tailored to different driving lifestyles. It continues the momentum of the sixth-generation model while adding two notable updates for the new model year: a revised suspension for the RAV4 Woodland grade, pushing ground clearance up to 9.1-inches, and the addition of a NACS port for all PHEV grades.

What's New

The 2027 Toyota RAV4 continues to deliver the breadth, efficiency, and capability that have made it a sales leader in the Toyota lineup, while adding thoughtful updates that enhance utility for the Woodland grade and charging convenience for PHEV customers. Updates for 2027 include:

- Woodland receives new suspension components, including new springs, shocks, and jounce bumpers – giving it 9.1 inches of ground clearance
- Woodland also receives redesigned all-weather floor and cargo mats
- All PHEV grades now have a NACS port and DC fast charging (Level 3) capability
- Charging port now located on left (driver's side) for all PHEV grades
- Onboard AC charger (Level 1 and 2) is now 11-kW on all PHEV grades
- All grades receive backup camera washer
- AWD models – Receive Multi-Terrain Select with Rock & Dirt and Mud & Sand modes
    - Multi-Terrain Select replaces Trail mode
    - Snow mode now accessed via drive mode select switch alongside Normal, Eco, Sport, and Custom
- Remote Connect trial increases from 1 year to 5 years for all grades

The 2027 RAV4 HEV models are expected to start arriving at Toyota dealerships across the United States later this year, with 2027 RAV4 PHEV models expected to start arriving in early 2027. Hybrid models have a starting Manufacturers Suggested Retail Price (MSRP) of $32,300 (LE FWD grade) and PHEV models have a starting MSRP of $42,100 (SE grade), excluding Delivery, Processing and Handling fee. Click here for the latest Toyota Pricing information.



Exterior

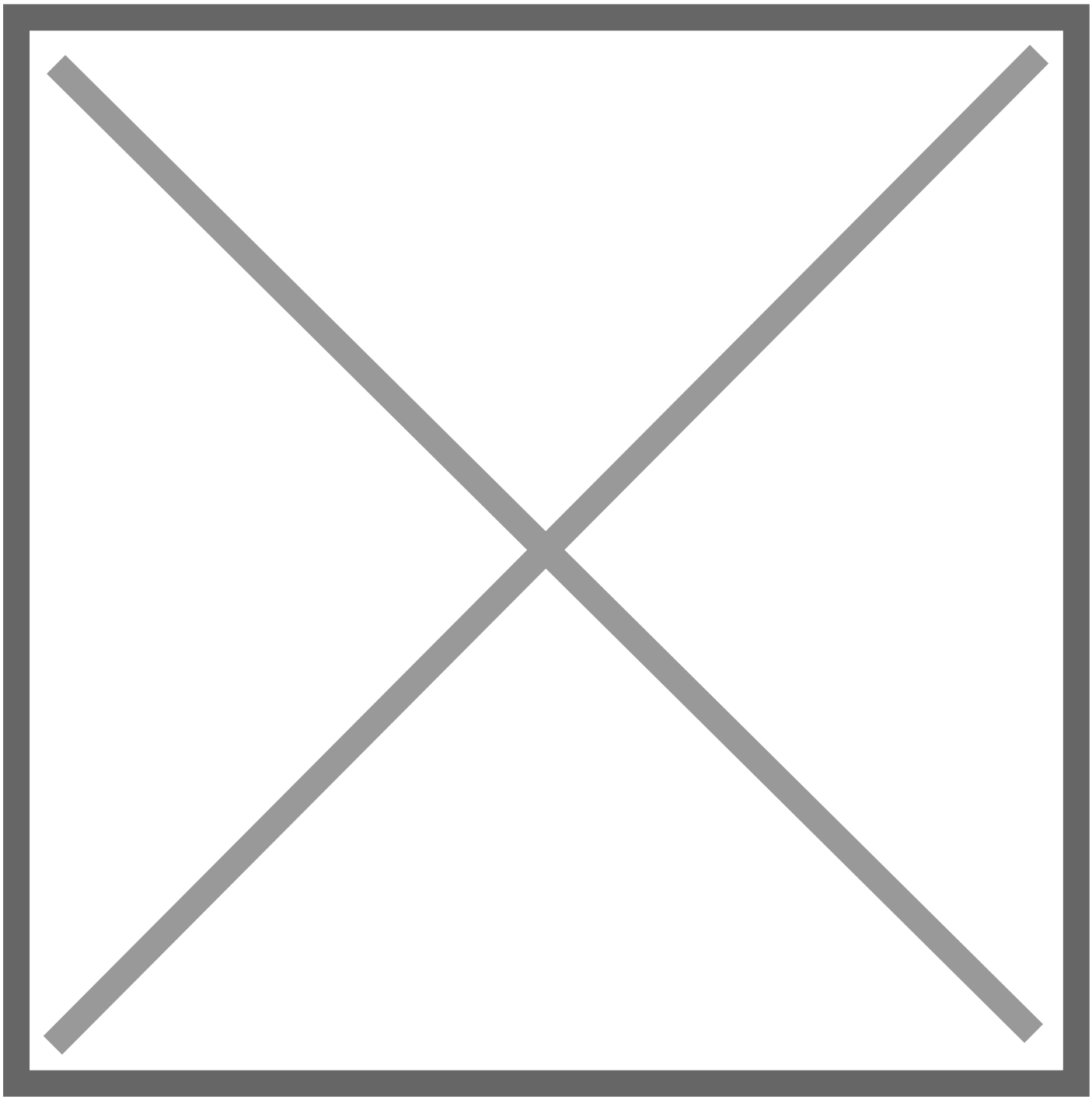
The 2027 RAV4 carries forward the all-new sixth-generation design with three distinct exterior themes: core, rugged, and sport. RAV4's exterior proportions emphasize SUV strength and utility, with a high ride height, large tires, upright rear cargo area, and the unique Toyota hammerhead front-end treatment. Sculpted body surfaces, chiseled fenders, and distinctive LED lighting help create a modern and confident appearance across the lineup.

Distinct styling cues differentiate between each grade.

The functional LE, XLE Premium, and Limited core grades feature a clean and refined look. Woodland models add rugged visual elements and outdoor-ready details.

The sporty SE and XSE grades bring darker exterior accents, more aggressive trim elements, and performance-inspired character. Available two-tone paint combinations and unique wheel treatments further distinguish the grades.

The RAV4 GR SPORT incorporates sport style with functional components, like a front lip and rear wing spoiler for balanced downforce; air ducts in the front grille and bumper to help channel air and reduce drag; offset wheels with performance tires for maximum grip; and drive battery placement that lowers its center of gravity and stabilizes the chassis. It also has one additional inch of overall width due to wider fender flares.

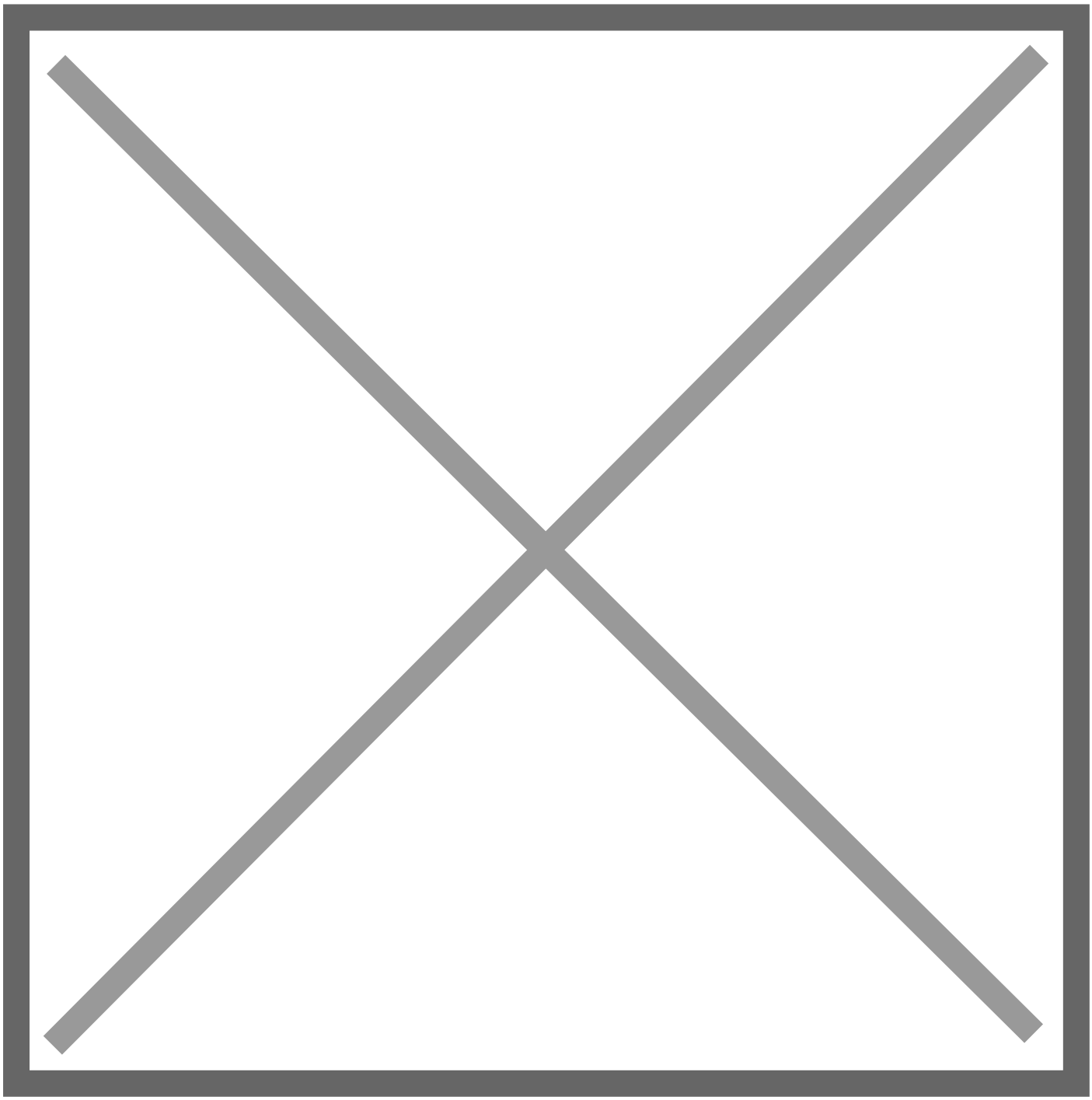


Interior

Inside, the 2027 RAV4 continues with a modern, functional cabin designed around comfort, flexibility, and technology. A clean center stack organizes major controls, while the center console maximizes usability with thoughtful storage and convenience features.

A 12.3-inch digital gauge cluster is standard across the lineup, providing a bright, customizable display with integrated multimedia information. Depending on grade, the cabin can also include Toyota’s shift-by-wire system, SofTex®-trimmed heated and ventilated seats, wireless charging, and a JBL® Premium Audio system.

Cargo versatility remains a priority, with a rear seatback that folds flat on all grades to expand utility and an available hands-free power liftgate that helps ease access. Grade-specific materials, stitching, trim accents, and color treatments give each RAV4 trim their own personality.

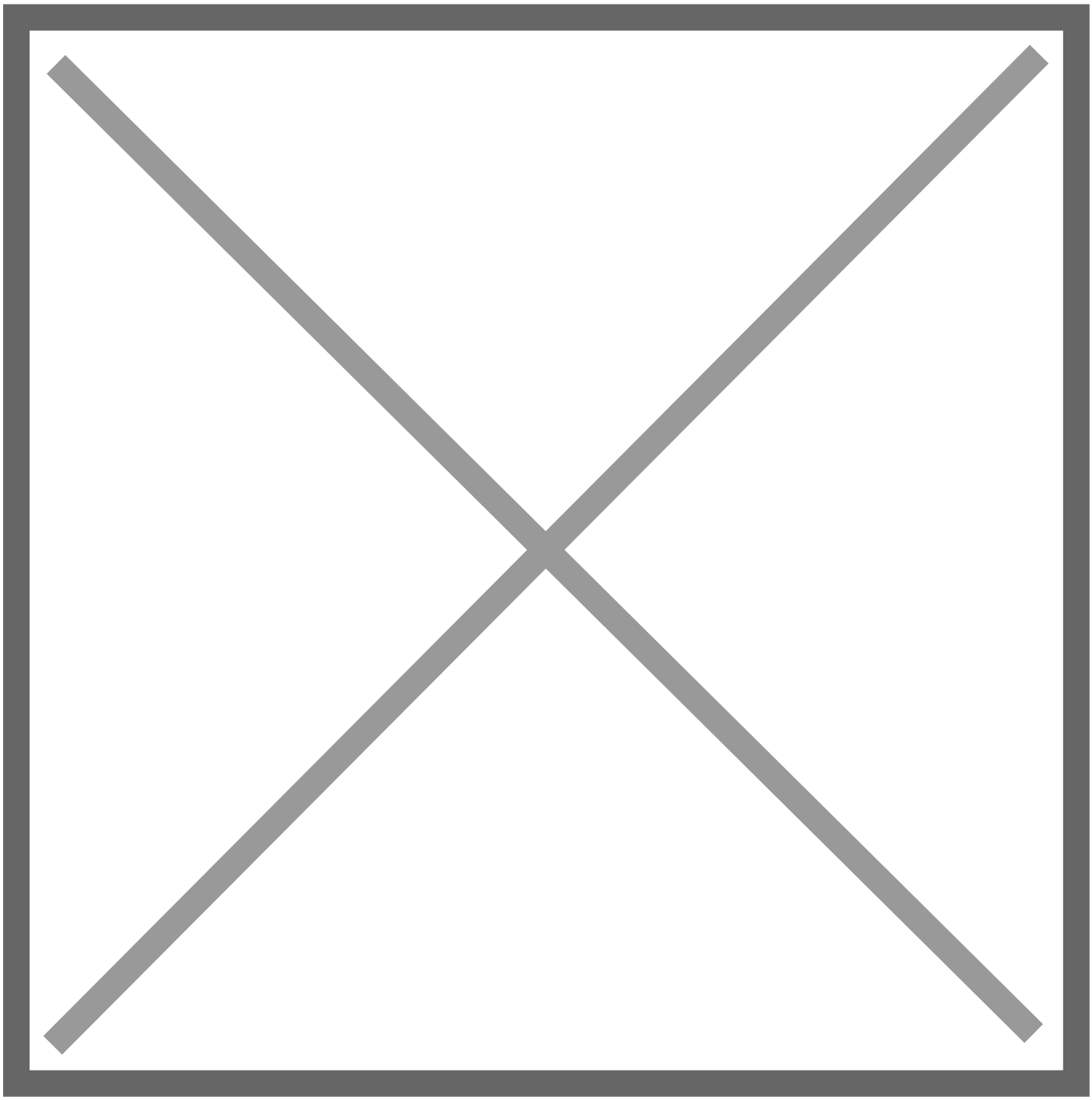


Two Great Powertrain Choices – Hybrid or Plug-In Hybrid

The 2027 RAV4 remains a fully electrified lineup, with Toyota continuing to offer HEV and PHEV powertrains.

Hybrid models use Toyota’s fifth-generation hybrid system with a 2.5-liter four-cylinder engine and have 222 net combined horsepower on FWD models and 229 net combined horsepower on AWD models. The HEV lineup manufacturer-estimated fuel economy ratings are as follows:

	RAV4		City MPG	Highway MPG	Combined MPG
HEV	LE	FWD	46	40	43
	SE	FWD	46	40	43
	XLE Premium	FWD	46	40	43
	LE	AWD	45	39	42
	SE	AWD	45	39	42
	XLE Premium	AWD	44	38	41
	XSE	AWD	43	37	40
	Limited	AWD	43	37	40
	Woodland	AWD	40	35	38

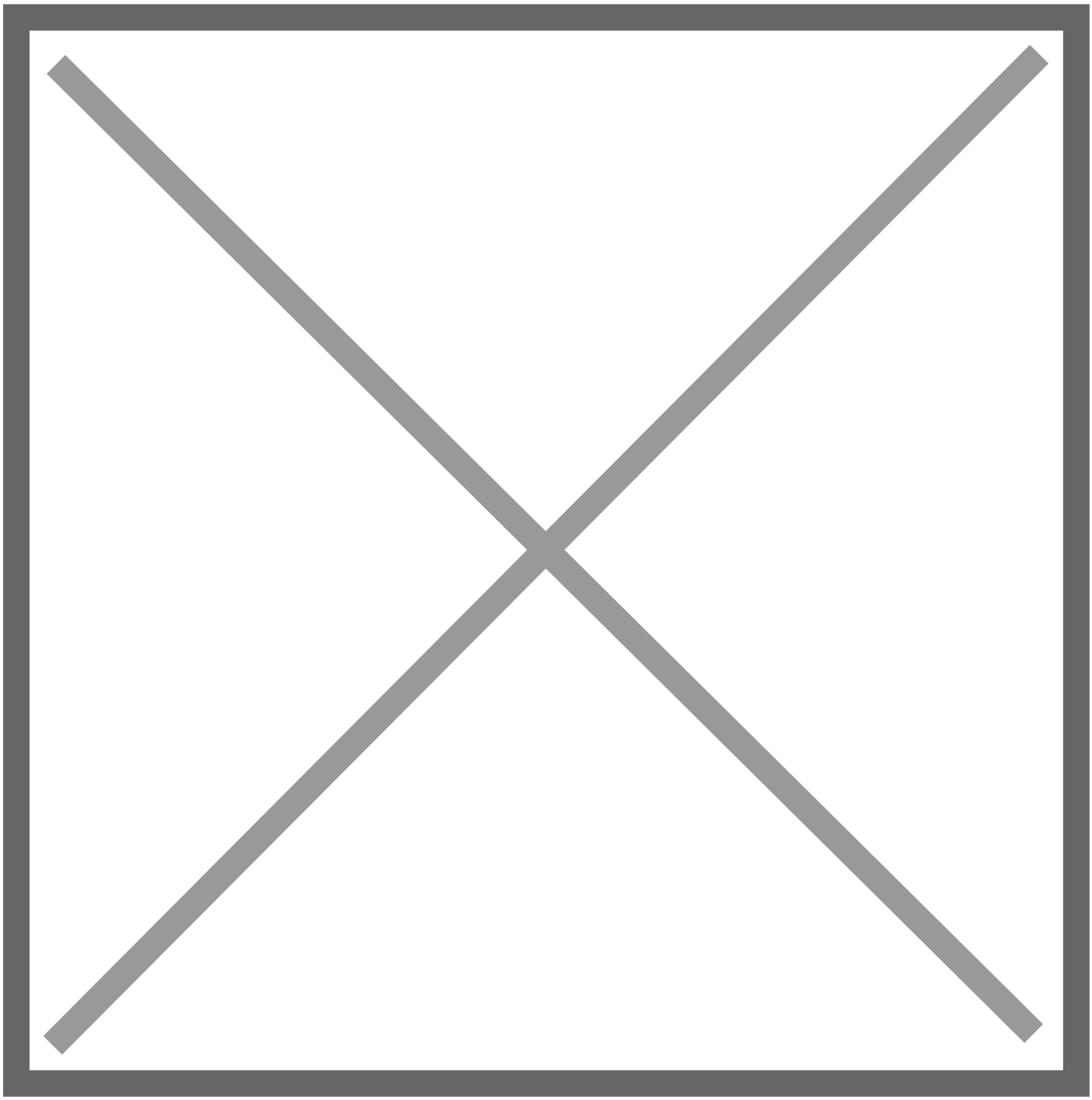


PHEV models use Toyota’s sixth-generation PHEV system with a 2.5-liter four-cylinder engine that works in concert with electric motors and a high-capacity traction battery. PHEV models have electronic on-demand AWD, standard, and 321 total system horsepower.

An advantage of PHEV models is that they can give drivers the best of both worlds: pure electric driving for daily local trips and a gasoline engine backup for long road trips. For 2027, all RAV4 PHEV models will have a NACS charging port, helping to improve charging convenience and compatibility in North America.

The PHEV lineup city/highway/combined manufacturer-estimated fuel economy ratings and all-electric driving ranges are as follows:

	RAV4		City MPG	Highway MPG	Combined MPG	EV Range Miles
PHEV	SE	AWD	42	39	41	52
	XSE	AWD	40	37	39	50
	Woodland	AWD	38	35	37	46
	GR SPORT	AWD	39	34	37	45

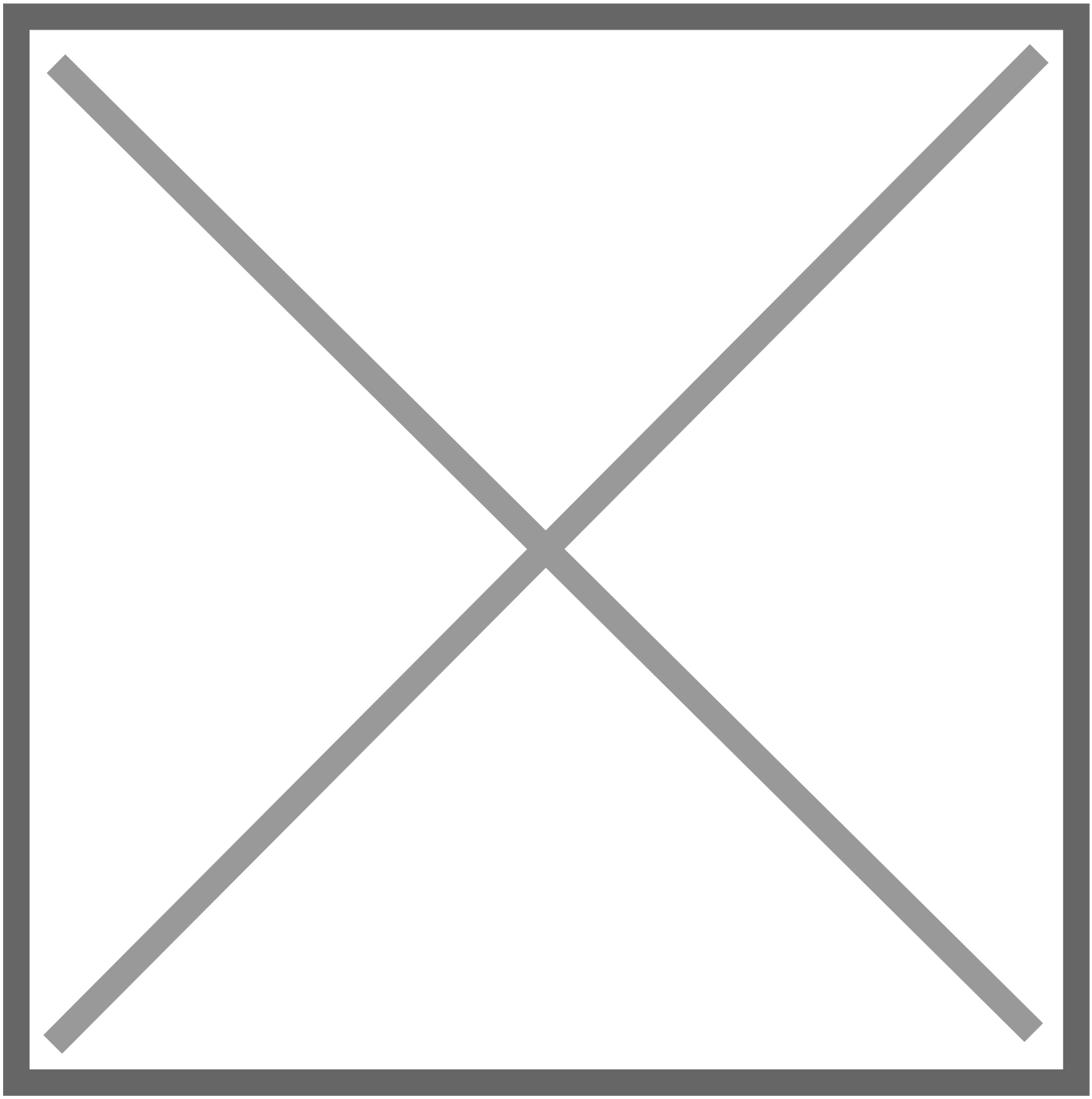


Drivetrain and Handling

The 2027 RAV4 continues to ride on the Toyota New Global Architecture-K platform with chassis and suspension tuning intended to deliver a smooth, composed driving experience. To bolster handling, Toyota engineers focus on body rigidity, suspension components, braking control, and steering response for a RAV4 that is both easy and fun-to-drive. HEV-equipped models have a choice of either FWD or AWD, depending on grade. PHEV models continue to have standard AWD.

Toyota’s AWD system is designed to enhance traction, stability, and cornering confidence by intelligently distributing driving force between the front and rear wheels as conditions change. It also has Multi-Terrain Select (MTS), an off-road driving system that automatically adjusts engine throttle, brake pressure, and traction control to match the specific surface on which you are driving.

The Woodland grade now benefits from a new suspension and increased ground clearance for added capability. GR SPORT continues as the most performance-focused grade, with GR-tuned suspension and steering, functional aerodynamics, and exclusive chassis tuning developed in partnership with TOYOTA GAZOO Racing.



Key Standard and Available Features by Grade

LE

- HEV with available FWD or AWD
- 8.1-inch ground clearance
- 17-inch alloy wheels
- LED projector headlights with DRL function
- 12.3-inch digital gauge cluster
- 10.5-inch touchscreen with Toyota Audio Multimedia system and 6-speakers
- Fabric-trimmed seats
- Drive Recorder Dash Cam
- Toyota Safety Sense 4.0
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Backup camera with dynamic guidelines

XLE Premium (adds to or replaces LE features)

- 18-inch alloy wheels
- Black power and heated rearview mirrors
- SofTex-trimmed front seats
- Heated front seats
- Leather-wrapped steering wheel and shift knob
- Wireless phone charger
- Five USB-C ports
- Power rear liftgate
- Front and Rear Parking Assist with Automatic Braking
- Available panoramic glass roof with power tilt/slide moonroof

Limited (adds to or replaces XLE Premium features)

- Standard AWD
- 18-inch alloy wheels
- Color-keyed grille with satin chrome accents
- Panoramic glass roof with power tilt/slide moonroof
- 12.9-inch touchscreen with Toyota Audio Multimedia
- JBL Premium Audio with 9-speakers (including subwoofer) and amplifier
- SofTex-trimmed seats
- Heated and ventilated front seats
- Heated rear outboard seats
- Digital rearview mirror
- Dual wireless phone chargers
- Hands-free power liftgate
- Advanced driver assistance features, including Advanced Park and Panoramic View Monitor
- Available 20-inch machined black alloy wheels

SE

- HEV with FWD or AWD
- PHEV with standard AWD
- Sport styling with black exterior accents and dark chrome grille accents
- 18-inch multi-spoke black sport alloy wheels

- 12.3-inch digital gauge cluster
- 10.5-inch touchscreen with Toyota Audio Multimedia system and 6-speakers
- Fabric sport seats
- Blue interior stitching accents
- Heated front seats
- Toyota Safety Sense 4.0
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Front and Rear Parking Assist with Automatic Braking
- Available power tilt/slide moonroof with one-touch open/close

XSE (adds to or replaces SE features)

- HEV with standard AWD
- PHEV with standard AWD
- 20-inch multi-spoke black sport alloy wheels
- Power tilt/slide moonroof with one-touch open/close
- Hands-free power liftgate
- 12.9-inch touchscreen with Toyota Audio Multimedia
- Ultrasuede and SofTex-trimmed seats
- Heated and ventilated front seats
- Wireless phone charger
- Advanced driver assistance features, including Panoramic View Monitor and Lane Change Assist
- Available JBL Premium Audio with 9-speakers/amplifier Available two-tone exterior with black roof
- Available panoramic tilt/slide power moonroof

Woodland

- HEV with standard AWD
- PHEV with standard AWD
- 9.1-inch ground clearance
- 18-inch matte metallic gray alloy wheels
- All-terrain tires
- Rigid Industries® LED fog lights
- SofTex-trimmed seats
- Distinct interior accents and exclusive interior color treatment
- Woodland-branded all-weather floor mats and cargo mats
- Raised roof rails with cross bars
- Tow hitch receiver
- Cargo area 120V/1500W AC power outlet
- Panoramic View Monitor with Multi-Terrain Monitor
- Available power tilt/slide moonroof with one-touch open/close

GR SPORT

- Plug-in hybrid powertrain with AWD standard
- GR-tuned suspension and steering
- Unique front lip and rear wing spoiler
- Exclusive grille and exterior badging
- 20-inch black alloy wheels with performance tires
- 7.5-inch ground clearance and 65.4-inch overall height

- Sport seats with GR-specific trim
- GR-branded interior details
- Exclusive GR startup screen
- Toyota Safety Sense 4.0
- Panoramic View Monitor

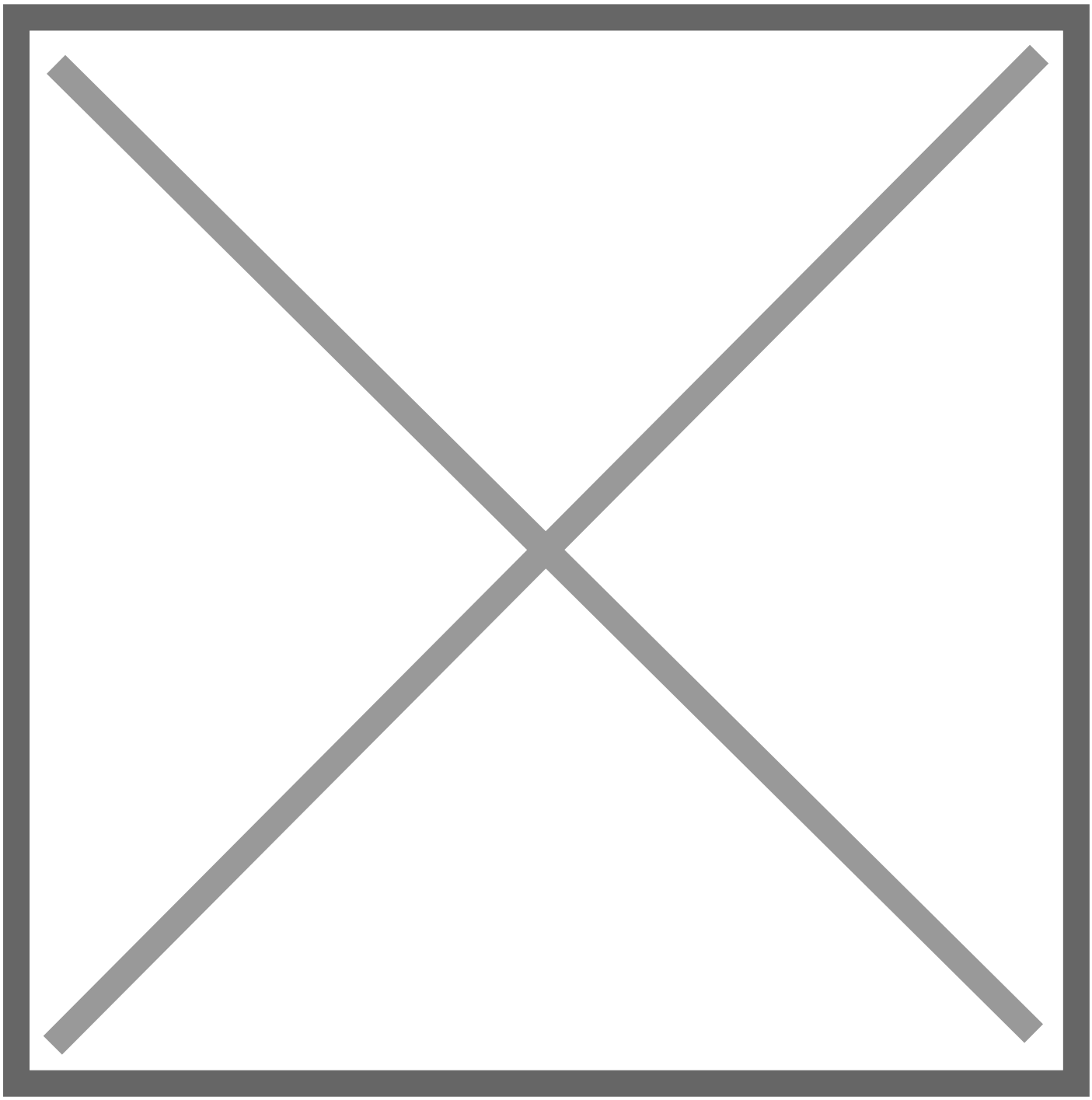
Toyota Audio Multimedia System & Connected Technology

The 2027 Toyota RAV4 has a standard 10.5-inch touchscreen featuring the Toyota Audio Multimedia audio system, developed by the Texas-based Toyota Connected team. The system has six-speakers, standard, and supports wireless Apple CarPlay® and Android Auto™. A 12.9-inch touchscreen with JBL® Premium Audio system with 9-speakers, including subwoofer, and amplifier is standard on the Limited and available on the XSE grade.

Interior tech features include standard multiple USB-C ports, and available wireless Qi charging and 1500W AC outlet in the rear cargo area. In addition, the 2027 RAV4 includes a 12.3-inch digital gauge cluster with customizable settings, integrated multimedia information, speedometer, electric drive meters – like energy monitor and battery charge meter, drive mode indicators, charging information and more.

The 2027 RAV4 includes 5-year Connected Services trials for Safety Connect, Service Connect, and Remote Connect. It has a 30 day/Unlimited GB trial for Wi-Fi Connect. Additional services, such as Drive Connect*, are also available. Connected Services are 5G network dependent, visit Toyota Connected Services to learn more.

With an active Remote Connect trial or subscription, the XLE Premium, Woodland, XSE, and Limited grades are also Digital Key capable, which enables a smartphone to be used instead of a physical key and along with the Toyota app, owners can check charging status, start or stop charging, locate nearby charging stations and manage remote vehicle functions.



Safety & Convenience

All 2027 RAV4 grades come standard with Toyota Safety Sense 4.0*, Toyota’s latest suite of active safety and convenience systems. This suite of features includes:

- Pre-Collision System with Pedestrian Detection
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Departure Alert with Steering Assist
- Lane Tracing Assist

- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

Additional standard features include:

- Drive Recorder Dash Cam
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Safe Exit Alert
- Toyota Star Safety System

The Woodland, XSE, and Limited models also have Traffic Jam Assist (requires an active Drive Connect trial or subscription and is 5G network dependent), Lane Change Assist, and a Panoramic View Monitor.

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 hybrid battery is covered for 10 years/150,000 miles, whichever comes first, and is transferable across ownership.

The Toyota RAV4 also comes with ToyotaCare, a plan covering initial factory-scheduled maintenance, for one year or 10,000 miles, whichever comes first, and two years of Roadside Assistance, regardless of mileage.