

# 2015 New York International Auto Show - 2016 Toyota RAV4 Hybrid Debut

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[2015 New York International Auto Show – 2016 Toyota RAV4 Hybrid Debut \(Video\)](#)

*As prepared for:*

2016 Toyota RAV4 Hybrid Debut  
2015 New York International Auto Show  
Thursday, April 2, 2015  
Bill Fay, Toyota Group Vice President and General Manager

Good afternoon ladies and gentlemen.

It's nice to be back home in the big apple to introduce the newest member of the Toyota family ...the 2016 RAV4 Hybrid.

As excited as I am to show it to you ...there is one important topic that I want to address first...a topic that means the world to Toyota ... SAFETY.

On Monday ... we announced the arrival of a new multi-feature, integrated safety package... anchored by **automated** pre-collision braking.

We call it Toyota Safety Sense ... and it includes:

- Pre-Collision System ...
- Pre-Collision System with Pedestrian Detection ...
- Lane Departure Alert ...
- Automatic hi-beam ...
- and Dynamic Radar Cruise Control.

Toyota Safety Sense brings together advanced safety technologies ... for the masses.

We are so serious about safety ...that we will introduce Toyota Safety Sense across nearly all U.S. Toyota models and trim levels ... from top-to-bottom ...by the end of 2017.

And we'll offer it at a price point that is simply UNHEARD of for this array of technology ... around just \$500.

This is thousands of dollars less than comparably equipped safety packages that are available today.

That's more affordable than a family day at Disneyland ... and probably even your flight here to New York.

Integrating Toyota Safety Sense into nearly our entire lineup ... will help protect people in the event of a crash ...more importantly ... it will help prevent some crashes from ever happening in the first place.

For those of you that want a deeper dive into Toyota Safety Sense ... I encourage you to go to the Toyota booth and try the Oculus Rift virtual experience. It's really awesome.

So now let's talk about RAV4 ... which will be among the first Toyota models to feature Toyota Safety Sense.

In 1994 ... RAV4 created the compact SUV segment.

Owners love it for its comfortable size and massive utility ... a perfect combination for their active lifestyles.

20 years later ... it is still making news ... as its sales are among the fastest growing in the segment ...and I'm not just talking about any segment ...but the fastest growing segment in the industry.

There is no doubt that the RAV4 is hot right now.

And you know what? ...we're going to make sure it stays hot ... by giving customers an additional reason to love it ... the RAV4 Hybrid.

Toyota has dominated the hybrid market ... selling more than 7 million gas-electric vehicles across the globe ... resulting in a positive impact in both our environment ...and our owner's wallets.

To date ... Toyota Hybrid vehicles have resulted in nearly 50 million fewer tons of CO2 emissions ... equivalent to about 170 Empire state buildings ... and have saved hybrid owners over 4.75 BILLION gallons of

gasoline.

And our hybrid story isn't stopping there.

Our customers have been asking us for a hybrid compact SUV ... and we listened.

Ladies and gentlemen ... the 8<sup>th</sup> vehicle to join the Toyota Hybrid family...the only hybrid in its segment ... the 2016 RAV4 Hybrid!

Now THIS ...is a stunning SUV.

Our new hybrid will continue to broaden the RAV4's appeal ... attracting customers who want the advantages of a compact SUV ...but are craving the benefits of a hybrid.

It features a Hybrid System that consists of a 2.5-liter ... 4-cylinder and smooth eCVT transmission.

All Hybrids will be equipped with an All-Wheel-Drive System with Intelligence ... featuring a rear motor that operates completely independent from the front motor.

This additional electric motor delivers instant torque to the rear wheels ... ONLY when additional traction is needed ... automatically helping prevent wheel spin.

AWDi is so innovative that it adapts to the angle or condition of the road ...no driver input is needed.

While we don't yet have power and MPG figures for you today ...we can tell you that this is a no compromise SUV ... delivering MORE POWER ... with MORE fuel efficiency ... than the standard gas model.

Mark my words ...the RAV4 Hybrid will have segment-leading fuel economy ... by FAR.

The Hybrid ... which will be available in XLE and Limited grades... is the centerpiece of a model upgrade that gives ALL 2016 models ...

- more premium styling,
- innovative technology,
- enhanced driving dynamics,
- and a quieter ride.

Starting with the outside ... a new front end truly alters the character.

The sleek styling of the bumper ... incorporates new headlights that feature LED hi and low-beams ...as well as daytime running lights.

The new styling extends along the lower rocker panel to the rear bumper for a flowing visual appeal.

Significant changes to the rear include ...

- a new bumper,
- lift gate enhancement,
- and these sexy new taillights.

An all-new wheel lineup and three new paint colors... including this vibrant Electric Storm Blue ... round out the exterior updates.

Improvements to the RAV4 are beyond skin deep.

We added 55% more noise reducing material to the floor ... and enhanced seals to make this the quietest RAV4 ever.

The interior ... goes up-market with premium features like ...more soft-touch materials on the dash and the door panels, a new sunglasses holder ... and a cup holder that is sized to fit your favorite coffee tumbler ... even if it has a handle.

We're so excited about this new feature that we had some special mugs made so that you can give it a try.

To get one ...just snap a picture of the new RAV4 ...post it to Twitter or Instagram ...and use the "RAV4" hashtag.

We also added available top-flight electronics ...like ... a large multi-information display, larger 7-inch touchscreen audio systems, the Toyota Safety Sense, and my personal favorite feature ... the new Bird's Eye View Camera.

This Toyota-first technology utilizes four cameras to give the driver a panoramic view of their surroundings ... offering assistance when parallel parking ... and when pulling in ...and out of parking spaces.

The system has an industry-first feature called Perimeter Scan ... that gives drivers a live rotating ...360 degree view of what is around the vehicle ... helping them see objects that could be in the way.

For those looking for a compact SUV with more attitude ... the RAV4 will also be available in a new SE grade.

The SE comes equipped with paddle shifters ... sport-tuned shock absorbers and springs ... that offer a more dynamic drive for a youthful buyer seeking a more engaging driving experience.

You'll recognize the SE by its unique black 18-inch wheels ... LED headlights and taillights... honeycomb mesh grille ...and piano black accents on its exterior.

Inside ... gun-metal accents and SofTex seats with unique stitching set it apart from the rest of the lineup.

We gave you a ton of information today ...so please allow me to quickly recap: we told you about Toyota Safety Sense ... a robust suite of advanced safety technologies that will be in nearly all Toyotas by 2017.

We showed you an all-new RAV4 Hybrid with no compromises ... delivering a thrilling driving experience

with more power ... AND MPG ... than its gas version.

We gave you a peek at a sportier SE grade that will attract even more buyers ...that are seeking a bit more driving dynamics ...topped off with sportier styling.

We told you about the significant improvements to ALL 2016 RAV4 models like ...

- new exterior styling,
- a quieter interior ...
- better driving dynamics ...
- and more advanced technology.

When it arrives in dealerships in the fall ...we expect it to continue to win the hearts of our customers ... and set the tone for the hottest segment in the industry.

I will be up here to answer any questions that you might have.

Thank you so much for joining us today.

And please allow the photographers to take a few photos and then we'll invite you onto the stage.