Toyota Upgrades Technology on Camry and RAV4

October 25, 2013

TORRANCE, Calif., Oct. 25, 2013 – For the new model year, two of Toyota's most popular models, the Camry and the RAV4, receive updated equipment that includes the availability of Entune Audio that will enhance the interior experience. This pricing for these models has also been revised for the new model year.

Entune Audio for 2014.5 Camry

Model	**Entune Audio**	**Entune Audio Plus**	**Entune Premium Audio with Nav and App Suite**	**Entune Premium JBL Audio with Nav and App suite**
L	Standard	—	—	—
LE	Standard	Option, $615	—	—
SE	Standard	—	Option, $1300	—
SE Sport	Standard	—	Option, $1300	—
SE V6	—	—	Standard	Option, $805
XLE	—	Standard	Option, $685	Option, $1490
XLE V6	—	—	Standard	Option, $805
LE Hybrid	Standard	—	—	—
XLE Hybrid	—	Standard	Option, $685	Option, $1490

RAV4 Entune Audio for 2014 RAV4

Model	**Entune Audio**	**Entune Audio Plus**	**Entune Premium Audio with Nav and App Suite**	**Entune Premium JBL Audio With Nav and App Suite**
LE	Standard	Option, $615	—	—
XLE	—	Standard	Option, $585	—
LIMITED	—	—	Standard	Option, $785

The 2014.5 Camry will include a back-up camera as standard equipment on all models. In addition, a new exterior hue Parisian Night Pearl will be offered on the Camry LE, XLE gasoline and hybrid models (replacing Clearwater Blue). The Camry SE Sport four-cylinder model continues for the 2014.5 model year.

The 2014 RAV4 offers updated equipment for two of its trim levels. The RAV4 XLE adds sunvisor extenders and chrome interior door handles as standard equipment. An available Technology Package will be offered for the RAV4 Limited that includes a Blind Spot Monitor with Rear Cross Traffic Alert, Lane Departure Alert and Auto High Beam for $725. The Blind Spot Monitor with Rear Cross Traffic Alert will no longer be offered as a stand-alone option. For the 2014 RAV4, Blue Crush Metallic is offered as a new exterior color (replacing Spruce Mica).

Production of the 2014 RAV4 begins in November and the 2014.5 Camry in December. The Destination, Processing and Handling (DPH) fee for the 2014.5 Camry is $810, and DPH for the RAV4 is $860.

Model	**Engine**	**2014 MSRP**	**2014.5 MSRP**	**MSRP Change ($)**	**MSRP Change (%)**
Camry L	2.5 L 4-cyl	$22,235	$22,425	$190	0.9%
Camry LE	2.5 L 4-cyl	$22,680	$22,870	$190	0.8%
Camry SE	2.5 L 4-cyl	$23,400	$23,740	$340	1.5%
Camry SE SPORT	2.5 L 4-cyl	$25,090	$25,430	$340	1.4%
Camry XLE	2.5 L 4-cyl	$24,855	$25,810	$955	3.8%
Camry SE	3.5 L V6	$27,260	$27,850	$590	2.2%
Camry XLE	3.5 L V6	$30,465	$30,705	$240	0.8%
Camry Hybrid LE	2.5 L HSD	$26,140	$26,330	$190	0.7%
Camry Hybrid XLE	2.5 L HSD	$27,670	$28,625	$955	3.5%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee which is $810 for Camry.

Model	**Engine**	**2013 MSRP**	**2014 MSRP**	**MSRP Change ($)**	**MSRP Change (%)**
RAV4 LE 4×2	2.5 L 4-cyl	$23,300	$23,550	$250	1.1%
RAV4 XLE 4×2	2.5 L 4-cyl	$24,290	$25,000	$710	2.9%
RAV4 LTD 4×2	2.5 L 4-cyl	$27,010	$28,320	$1,310	4.9%
RAV4 LE 4×4	2.5 L 4-cyl	$24,700	$24,950	$250	1.0%
RAV4 XLE 4×4	2.5 L 4-cyl	$25,690	$26,400	$710	2.8%
RAV4 LTD 4×4	2.5 L 4-cyl	$28,410	$29,720	$1,310	4.6%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee which is $860 for RAV4.