

# All-New 2013 Toyota RAV4 SUV Scores Early Sales Surge Thanks to New Styling and In-Cabin Technologies

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TORRANCE, Calif., May 6, 2013 – The arrival of the new 2013 next-generation Toyota RAV4 SUV has led to a sales surge for the original crossover SUV that began what is now the fastest growing segment in the auto industry.

RAV4 sales have increased since the new model began rolling into Toyota dealerships in January. In February, its first full month in showrooms, RAV4 sales increased nearly 10 percent over the same period last year with the new model making up 65 percent of all RAV4 sales. Due to strong demand, Toyota dealers expected new RAV4 sales to continue to climb as the vehicle ramps up to full production, raising dealer inventory levels. This has proven true as RAV4 sales in April increased 17 percent over the same period last year and are up nearly nine percent for the year.

“When developing the new RAV4 we spent a lot of time talking to consumers to understand what they wanted and needed in a small SUV,” said Bill Fay, group vice president and general manager, Toyota Division. “We have met those needs and now, since its launch, the new RAV4 is one of the fastest selling vehicles in the Toyota line up.”

Early dealer reports have found buyers of the new RAV4 have been particularly attracted to its dynamic exterior design, perceiving it as contemporary and very stylish. Buyers have also been impressed with the many in-cabin features like the available Blind Spot Monitor with Rear Cross Traffic Alert, calling the new RAV4 technologically advanced.

“Sales of the new RAV4 have been tremendous,” said RJ Romero, chief executive officer of Tustin Toyota in Tustin, Calif. “Our buyers really like the new styling, including the new rear liftgate and the removal of the spare tire from the rear door. They also tell us they feel the new RAV4 is a great value as it is loaded with key standard equipment that is important to them. Our only challenge has been keeping our inventory well-stocked to meet the heavy demand.”

The new RAV4 offers great value through balanced performance and capability, including improved fuel efficiency, increased cargo capacity, a dynamic design, eight standard airbags and a compelling array of standard features.

The new RAV4's design achieves strong proportions while conveying the agile and fun character. The dynamic exterior features a progressive silhouette, with a sleek-sloping roofline and an aggressive character line. In a significant break with its heritage, RAV4 has switched from its side-hinged rear door to a convenient roof-hinged liftgate with a space-saver spare tire stored under the cargo floor.

RAV4 is available in three trim levels: LE, XLE and Limited. Among the many technologies and convenience features early buyers have been drawn to include standard Display Audio with a 6.1-inch touchscreen and an integrated backup camera, Eco and Sport modes and 60/40 split-folding and reclining rear seats. Dual zone climate control is standard on XLE and Limited grades, while navigation with Toyota's Entune™ multimedia

system is available on both XLE and Limited. Standard on the Limited is the new adjustable power liftgate, Premium SofTex seating, power driver's seat with memory, heated front seats, and Smart Key system.

All RAV4's are equipped with a fuel-efficient 2.5-liter four-cylinder engine and a new six-speed automatic transmission. The all-new RAV4's fuel efficiency is improved from the previous generation. The new Eco mode also promotes more efficient driving for maximum mpg. RAV4 front-wheel drive models receive EPA-estimated fuel efficiency ratings of 24 mpg in the city and 31 mpg on the highway, while all-wheel-drive models are EPA-estimated at 22 city/29 highway mpg.

The new RAV4 provides active owners a more dynamic drive, with new technologies like a Sport Mode with Dynamic Torque Control AWD, enhancements in suspension performance and optimized electric power steering.

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