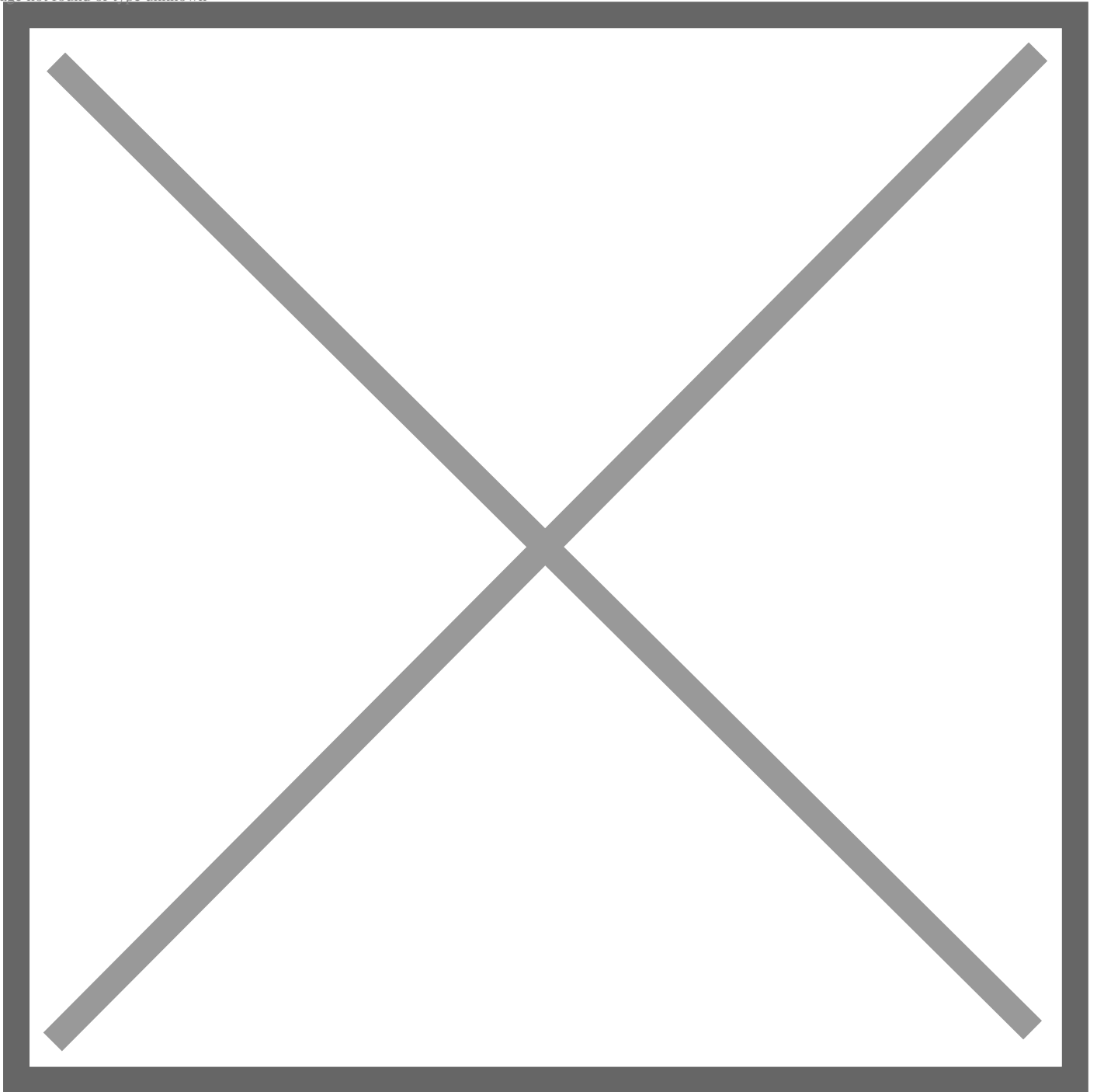


2012 Los Angeles Auto Show - 2013 Toyota RAV4 Reveal

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2013 Toyota RAV4 Reveal
2012 Los Angeles Auto Show
Los Angeles Convention Center
Wednesday, Nov. 28, 2012 @ 9 a.m. PST
Bill Fay – Toyota Division Group VP & GM, TMS, U.S.A

Good morning everyone... and thanks for joining us today.

It's great to be here with you at the LA Auto Show for the world debut of the all-new 2013 RAV4... just a short distance from our headquarters in Torrance.

RAV4 has been a significant vehicle for Toyota since its inception in 1994 as the world's first crossover SUV.

We introduced the RAV4 to the U.S. market in 1995... and since then, we've sold more than 1.7 million in the U.S.... with 80 percent still on the road today... a true testament to its quality and durability. RAV4 has been built at our award-winning Woodstock plant in Canada since 2008.

For Toyota... RAV4 eventually led to the Highlander midsize crossover... and the industry has followed with about 45 crossover-SUVs on the market today. As a matter of fact... with a few exceptions like our 4Runner and FJ Cruiser... most compact or midsize SUVs today are crossovers.

Since 1996... three generations of RAV4 have continued to set new standards in the segment it created. RAV4 has always led the way... satisfying customers in the areas of QDR, versatility and functionality... attributes that have always been in our DNA. And it will continue to offer the safety... features and capability that young families and couples want.

The industry has recognized it with numerous awards over the last 16 years... from a diverse list of groups and publications... including Automobile Magazine "Automobile of the Year"... Car and Driver's Best Small SUV... and Consumer Reports "Top Pick" among small SUVs... while Parents Magazine and Edmunds.com named it one of the "Best Cars for Families".

From the beginning... the RAV4 has been popular because it perfectly fits the lifestyles of young... active families and couples ... seeking utility and fuel efficiency.

I see RAV4s all the time at parks... beaches... hiking trails... and mountain resorts... taking people... and all their gear... where they need to go.

Toyota recently introduced a new tag line... "Let's Go Places"... and the 2013 RAV4 will get people to a variety of destinations with dynamic styling... a spacious, premium interior... and new on-board technologies they will appreciate.

Earlier this month... we launched a new App on our Facebook page called "RAV4 Adventures"... where owners are sharing all the places they've been with their RAV4s.

It will help people Go Places all over the world. In addition to the U.S., the new RAV4 will be sold in more than 150 countries and regions, including Australia and many in Europe.

Ladies and gentlemen... it's my pleasure to present the world debut of the fourth-generation... 2013 RAV4.

(RAV4 REVEAL)

As you can see... new contemporary styling creates the most visually dynamic RAV4 ever... and it's a continuation of Akio Toyoda's call for more emotionally engaging products... following in the launches of the Scion FR-S... and the all-new Avalon.

It has an agile, sporty character...and a dynamic silhouette. The front fascia projects a bolder, more aggressive look that also provides aerodynamic and engine cooling benefits.

The front view is accented with modern projector-beam headlamps that will help drivers see better at night with longer range and brighter visibility.

One key design change was relocating the rear-mounted spare tire under the cargo area. This enables us to have a new rear liftgate... instead of a side-mounted door. These two updates not only give the new RAV4 a clean contemporary look...they also give owners easier loading and unloading access.

Its exterior design also provides greater aero improvements and fuel economy... including the tapered rear... the vortex generators ... and the standard integrated rear spoiler. In addition, a number of aerodynamic enhancements have been made to the undercarriage... improving airflow management and helping reduce drag.

Our Caltz Design studio here in Southern California contributed to the interior styling, which is sporty and refined... providing a spacious atmosphere. The extended soft-touch instrument panel provides an expansive feel and premium impression... while French stitching on the instrument panel and seating surfaces adds a contemporary, premium feel.

The new RAV4 will provide its active owners with new technologies that will deliver a more dynamic drive and an entertaining, comfortable trip.

Since the beginning, RAV4 has been all about helping people "Go Places"... and its name even reflects that...

The 2013 RAV4 will continue to offer a choice of Front-Wheel Drive or All-Wheel Drive, which is important for customers in the Northeast, the Midwest and Rocky Mountain areas.

All-Wheel Drive models will be the first Toyotas equipped with Dynamic Torque Control, which automatically shifts from Front-Wheel Drive to All-Wheel Drive for better traction when accelerating quickly... or when sensors detect wheel slippage. By only engaging the rear axle and delivering power to the rear wheels when needed... it will also help enhance fuel efficiency.

Dynamic Torque Control will also enhance performance with the push of a button. By engaging the Lock mode at speeds below 25 miles-per-hour... RAV4 essentially has a full-time All-Wheel Drive system with power delivered to all four wheels.

There's also a new six-speed automatic transmission, providing improved fuel economy and performance.

It will be paired exclusively with our 2.5-liter, four-cylinder engine, it will provide smooth and efficient performance for a variety of driving needs. The previous V6 option will be discontinued because the segment is moving towards more fuel efficiency... and a midsize crossover like Highlander is satisfying those who need more power.

With the four-cylinder engine and aerodynamic design changes, the 2013 RAV4 will have an EPA-estimated rating of 31 miles-per-gallon on the highway, up from 28 miles-per-gallon in the 2012 model.

For the first time, RAV4 will feature a Sport Mode and an Eco Mode. The Sport Mode sharpens shift timing, throttle response, and steering response, to provide a sportier feel. Eco Mode helps the driver achieve optimum fuel economy.

New RAV4 owners will enjoy a number of technologies that will make their drive more enjoyable, with added peace of mind.

While navigation is currently found only in the top grades within the segment, the new RAV4 will offer Navigation on most models.

RAV4 features standard Display Audio, and it will also offer our Entune Multimedia System, featuring advanced Voice Recognition, and popular apps like Bing, Movietickets.com, and iheartradio... all accessed through a smartphone via the head unit... leaving the smartphone safely stowed in the center console.

Unlike its competitors, that utilize a mini-screen in the dash, the new RAV4 will have a standard Back-up Camera on all models that is viewable in the 6.1-inch Display Audio screen.

RAV4 will also offer technologies normally found on larger, more expensive vehicles, like our Blind Spot Monitor with Rear Cross Traffic alert... which we introduced on the new Avalon.

Like its three predecessors, the 2013 model will continue the leadership mantle for safety and versatility.

Capability won't come at the expense of comfort; with a 60/40-split second row that folds and reclines... with even more knee room than in the past thanks to slim-design front seatbacks... it will offer dual-zone automatic climate control.

For utility, owners will appreciate 73.4 cubic feet of cargo volume for hauling family gear. An Adjustable Power Liftgate will let owners set the stop height, making life easier for those parking in a low-ceiling garage.

RAV4 will feature eight standard airbags... and like all Toyotas, it will have our exclusive Star Safety System, which includes Traction Control and Enhanced Vehicle Stability Control, among others.

RAV4 has always been known for low NVH..... and the new model will feature a new standard acoustic noise-reducing windshield, something normally found on more premium models like Avalon.

We reduced complexity, which the consumers requested. RAV4 will have three grades offering great standard features and excellent value, which we expect will lead to a balance in popularity and sales among them.

The RAV4 LE model will have Standard...

- Display Audio with Backup Camera...
- 60/40 split Folding and Reclining Rear Seats... and
- Sport and Eco modes... among many others.

The XLE model will build on those features with...

- 17-inch alloy wheels
- Dual Zone Automatic Climate Control
- Power Tilt and Sliding Moonroof
- and available Navigation with Entune

And the RAV4 Limited will also include...

- an Adjustable Power Liftgate
- Premium SofTex® seating

- Power Driver's Seat with Memory... and
- Heated Front Seats

As with all Toyota models, new RAV4s will have standard Toyota Care, which provides two years complimentary maintenance and 24-hour roadside assistance.

When the new 2013 RAV4 hits dealerships in January, it will offer great value for buyers, providing unique standard features in this growing segment.

We don't have our pricing yet, but RAV4 will continue to offer great value, especially on the mid-grade XLE. With all the great standard features I just mentioned, it will appeal to the real heart of the small SUV segment.

It's my pleasure to introduce one of the people responsible for developing this great new RAV4... Deputy Chief Engineer Yoshikazu Saeki.

And I don't want to overlook Caltex's contribution to the RAV4's inviting new interior... please welcome the President of Caltex Design Research... Mr. Kevin Hunter.

The RAV4 started it all 16 years ago, and the new 4th generation RAV4 will continue to set new standards in the segment.

Thanks again for joining us this morning.

I invite you to take a look at the all-new RAV4.

Enjoy the rest of the show here in L.A.

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