

Toyota Launches Fourth-Generation of Original Crossover SUV – The 2013 RAV4

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TORRANCE, Calif., Dec. 18, 2012 – Toyota’s fourth-generation RAV4 arrives in January, a reinvention of the world’s original crossover sport utility vehicle. The new RAV4 offers balanced performance and capability, including great fuel efficiency, excellent cargo capacity, striking design, and a compelling array of standard features. RAV4 is available in three trim levels: LE, XLE and Limited.

“RAV4 was the original crossover SUV, a design and engineering concept now widely adopted throughout the industry,” said [Bill Fay](#), group vice president and general manager, Toyota Division. “But RAV4 is the original, the first. For 2013, RAV4 is carefully tailored to the needs of the compact SUV market it created, with a fuel-efficient four-cylinder engine, a new six-speed automatic transmission, two-row seating for five and exceptional in-cabin technologies.”

New RAV4: Dynamic Exterior, Sleek Roofline, Aggressive Character Lines

The 2013 RAV4 remains true to the original RAV4 concept, scaled to suit the needs of contemporary buyers.

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. The new RAV4’s interior has a premium look with soft-touch accents and driver-centric controls.

RAV4 pursues the design goals defined by Toyota President Akio Toyoda, with aggressively sculpted front and rear fenders, a low hood, the arc of the roofline and boldly proportioned taillights that define RAV4’s athletic presence.

In a significant break with its heritage, RAV4 will switch from its side-hinged rear door to a convenient roof-hinged liftgate with a space-saver spare tire stored under the cargo floor. Standard on the Limited grade will be a one-touch power rear liftgate with driver-selectable memory height settings.

As on other recently introduced Toyotas, RAV4 engineers paid special attention to aerodynamics, the most obvious detail being small vortex generators molded into the taillight cases and near the base of the A-pillars. Less obvious are the aerodynamic undertrays beneath the passenger cabin that help smooth and control airflow.

Halogen headlights with projector low beams give RAV4 a modern look, and provide outstanding illumination in an energy-efficient package. Brightness reduced, RAV4 high beams serve as Daytime Running Lights (DRL) that can be turned off. RAV4 XLE and Limited feature standard fog lamps that complement RAV4’s front architecture.

RAV4’s rear roof spoiler not only visually extends the arc of the roofline, enhancing RAV4’s aerodynamics, but incorporates a brilliant LED center brake light.

Following body engineering principles debuted in the 2012 Camry and 2013 Avalon, RAV4’s body structure includes high-strength steel to help achieve several significant goals, including a robust and stiff platform that enhances steering and handling precision, and a body structure that is both strong and light. RAV4 engineers used several grades of high-strength steel to form key structural components in the roof, rocker sills, floor, engine compartment and door frames. A strut tower bar links the top of the suspension strut towers to the main

bulkhead at the rear of the engine, helping to increase torsional rigidity.

RAV4 offers nine exterior color palette shades that include: Blizzard Pearl, Super White, Classic Silver Metallic, Magnetic Gray Metallic, Black, Barcelona Red Metallic, Pyrite Mica, Spruce Mica, and Shoreline Blue Pearl.

Spacious Interior Design, Premium Materials, Class-leading Cargo Volume

RAV4's "human factors" engineers and designers collaborated to create a versatile seating arrangement, excellent cargo space, and a quiet interior with high levels of standard equipment.

The new RAV4's dash panel is driver-centric and asymmetrical, with primary and secondary controls all within easy reach. On the passenger side, the scalloped dash panel creates a sense of airy spaciousness.

RAV4's dash panel and gauges all feature a new Clear Blue illumination, which provides crisp visibility in most ambient light conditions, and a unified, coherent appearance at night.

RAV4 will come standard with a manual tilt/telescope steering column, with the LE and XLE featuring a urethane steering wheel. The Limited grade will have a leather-wrapped steering wheel. All RAV4 steering wheels will have controls for audio, Bluetooth® hands-free phone and audio, and the Multi-Information Display (MID).

All RAV4's will have driver and front passenger seats with high seatbacks and a slim back, enhancing rear-passenger knee room. The RAV4 LE and XLE driver's seat is six-way adjustable, including seat height.

The RAV4 XLE driver and front passenger will ride in premium bucket seats with sport bolstering, providing ample support of the lower hips, lower torso and shoulders during cornering. The XLE will have premium fabric with French stitching on the seats and portions of the dash panels.

The Limited comes equipped with driver and front-passenger seat bottom and seat back heaters in two temperature settings. Limited has the same premium bucket seats found in the XLE but will also come equipped with an eight-way power adjustable driver's seat with memory and lumbar support. All RAV4 Limited seats are trimmed in high-quality, breathable SofTex with French stitching. SofTex also covers the center armrest, and portions of the door and dash panels.

All RAV4's will feature 60/40 split/fold second-row seats that recline several degrees to enhance passenger comfort and retractable head restraints for improved driver rear visibility.

In contrast to 2013 RAV4's compact exterior dimensions, the cargo area is deeper, larger and easier to access than in the previous generation, with just over 38.4 cu. ft. of cargo capacity behind the rear seats. With rear seats folded, RAV4 has class-leading maximum cargo capacity of 73.4 cu. ft.

Privacy glass, Daytime Running Lights (DRL), cruise control, power side mirrors, power door locks and power windows are standard on all RAV4s. RAV4 XLE and Limited feature dual-zone automatic climate control, integrated fog lights, power moonroof with sliding sunshade, and heated outside mirrors with turn signal indicators.

Standard Back-Up Camera, Entune®, Display Audio with a 6.1-in. Touchscreen

Standard on all RAV4 models is Display Audio with a 6.1-in. touchscreen, AM/FM/CD, Bluetooth® connectivity, USB and AUX mini-jack, and six speakers. For a uniform esthetic, the Display Audio, as well as primary and secondary gauges, features Clear Blue Illumination.

Display Audio allows the driver and front passenger to operate the audio system, display HVAC settings, engage available navigation and access the available Entune™ multi-media system. Available on XLE and Limited, Display Audio with Navigation and Entune™ includes advanced voice recognition.

The Multi-Information Display (MID) is controlled through buttons on the right-hand spoke of the steering wheel. The MID provides an array of information including: distance to empty; average fuel economy; instant fuel economy; selected gear transmission; warnings, including low fuel, battery, TPMS, and more.

To further enhance the ownership experience, RAV4 offers SiriusXM® Radio, which includes a complementary 90-day trial subscription.

Available on RAV4 Limited, JBL Premium Audio features eleven GreenEdge speakers, including a subwoofer, and an eight-channel, 576-Watt max power amplifier. The system includes 3.1-inch “Unity” speakers located on the top of the instrument panel, combining tweeter with a midrange in one housing (a total of four speakers); a 6.7-inch woofer located in each front door panel; 6.7-inch coaxial speakers in each rear door (two speakers per housing for a total of four speakers); and a 7.9-inch subwoofer.

An eight-channel external amp powers the JBL Premium Audio system. Six channels are used to drive the six unique speaker locations (one channel for each speaker location). The remaining two channels are bridged and power the 7.9-in. subwoofer. JBL Premium Audio includes Bluetooth capability and steering wheel-accessible audio controls.

JBL Premium Audio also includes Toyota’s Entune™ 2.0 as well as a complimentary three-month subscription to available SiriusXM®radio.

Available on RAV4 XLE and Limited, Toyota’s revolutionary Entune™ 2.0 onboard multi-media system offers a collection of popular mobile applications and data services. Entune™ 2.0 includes three years of complimentary access to apps and services delivered via most smartphones and some feature phones. (After three years, an access charge will apply, except for Pandora.) Entune 2.0’s suite of applications includes: [Bing](#), [iHeartRadio](#), [MovieTickets.com](#), [OpenTable.com](#)®, and [Pandora](#)®. Customers can download any available Entune® updates to gain access to new apps and services as well as keep the original suite of service current.

New Six-Speed AT, Dynamic Torque Control AWD, Sport and ECO Modes

For 2013, RAV4 will provide a number of powertrain technologies that help deliver an engaging and satisfying driving experience. RAV4 is available with Toyota’s 2.5-liter (2494cc) naturally aspirated four-cylinder, which produces 176 SAE net horsepower at 6000 rpm and 172 lbs-ft. of torque at 4,100 rpm. The optional V6 of the previous-generation RAV4 has been discontinued.

Replacing the previous-generation RAV4’s four-speed automatic is a six-speed transmission. First and second gear ratios are optimized for around-town performance. To enhance highway fuel mileage, fifth and sixth gears are overdrives.

Flex lock-up control can lock the transmission’s torque converter at speeds as low as approximately 12 mph, a marked difference from the previous generation’s approximately 25 mph engagement speed. RAV4’s flex lock-up control torque converter helps increase efficiency while also smoothing powertrain performance.

The all-new RAV4’s fuel efficiency is improved from the previous generation. RAV4 has a moderate compression ratio of 10.4:1 and runs on 87 octane regular gasoline, which can help limit the cost of ownership.

A new Eco mode also promotes more efficient driving for maximum mpg. RAV4 front-wheel drive models have received 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 22/29 mpg.

A sophisticated, high-speed interactive management system coordinates control of the RAV4's new Dynamic Torque Control AWD, Vehicle Stability Control (VSC) and Electric Power Steering (EPS) systems to enhance the compact SUV's performance, handling and safety.

The new Dynamic Torque Control AWD system continuously monitors and controls the torque transfer between the front and rear wheels via an electromagnetically controlled coupling positioned in front of the rear differential.

Front to rear torque distribution can vary from 100:0 to 50:50, with front-wheel drive (100:0) automatically engaged under normal driving conditions to improve fuel consumption.

The Dynamic Torque Control AWD system uses information sent from various sensors (speed, steering angle and speed, throttle angle and yaw rate) to automatically govern the transmission of torque to the rear wheels, as required.

In Auto mode -when neither Sport mode nor Lock mode are activated- torque transfer to the rear wheels will take place not only when the slip is detected (as in the current-generation RAV4), but also when the system detects steering input and cornering forces while on-road. As a result, the overall agility and driving performance of the new RAV4 is enhanced during both on- and off-road driving.

When the all new Sport mode (standard on AWD models) is selected, torque transfer to the rear wheels will start from the moment the steering wheel is turned. The new Dynamic Torque Control AWD System, with the feedback from driver steering input, will adjust automatically a 90:10 front/rear torque distribution to reduce the load on the front tires.

If later, an actual understeer develops, torque transfer to the rear wheels are automatically increased by up to 50 percent, further reducing front tire loading to provide improved lateral grip.

As well as activating the 'Dynamic' behavior of the system's front to rear torque transfer, the new Sport mode also modifies the RAV4's power steering, throttle and transmissions; decreasing power steering assistance, sharpening throttle response and offering higher revs, and automatic gearbox management, for a more dynamic, sporting driving experience.

For off-road driving, the system incorporates an AWD Lock button. This allows drivers to lock torque distribution in a fixed, 50/50 ratio at speeds up to about 25 mph. Above this speed, the system automatically reverts to Auto mode.

In both front- and all-wheel drive RAV4s, Sport Mode sharpens shift timing, throttle response, and steering response. When down shifting the RAV4 six-speed automatic transmission in "S" Mode, engine revs rise with a clearly audible "blip," adding to the driving experience.

The RAV4s new Dynamic Torque Control AWD system automatically shifts from front-wheel drive (FWD) to AWD when accelerating or when sensors detect wheel slippage.

Front-drive RAV4's feature an Automatic Limited Slip Differential (Auto LSD), which can be engaged by the driver at low speeds. Through pulsed application of the individual front brakes, Auto LSD helps direct power across the front axle, simulating the function of a limited-slip differential. Auto LSD is essentially a second layer of computer logic in the Traction Control system that can be engaged in certain low-speed situations, up to approximately 25 mph. Unlike Traction Control, Auto LSD allows a measure of controlled drive-wheel spin to help "dig" out of difficult conditions, like a sandy patch on an unpaved road leading to a campsite, or a driveway covered with snow.

RAV4 models with AWD have a single-speed transfer case that can smoothly deliver power to the rear wheels while enhancing fuel efficiency and reducing friction in the driveline. The aluminum case is a light, compact design, limiting weight at the front of the vehicle. Low-viscosity lubricant helps reduce friction and contributes to enhanced energy efficiency.

All-wheel-drive RAV4's have a rear differential with an integrated electromagnetic control coupling. The coupling is engaged electronically when information sent to it by various sensors (vehicle speed, throttle input, and steering wheel angle) determines that additional torque should be delivered to the rear wheels. RAV4's rear differential and electromagnetic coupling control provide smooth and efficient torque transfer to the rear wheels. Compared with the previous-generation RAV4, the rear axle carrier, retainer and gears are lighter in weight.

RAV4 has a MacPherson strut front suspension that delivers smooth suspension movements. A double-wishbone rear suspension is engineered and calibrated to compliment the roll and handling traits of the front suspension. Major components of the rear suspension are upper and lower arms, toe control arms, stabilizer bar, and a coil spring.

Power-assisted rack-and-pinion steering with vehicle-speed-sensitive Electric Power Steering (EPS) is standard. The EPS has been tuned for a precision feel and quick response. In Sport Mode, steering has a firmer feel and sharper response to steering input.

The RAV4 LE will roll on standard 17-inch steel wheels wrapped with P225/65R17 radials. RAV4 XLE comes standard with 17-inch alloy wheels with P225/65R17 all-season radials. RAV4 Limited is fitted with machine-finished 18-in. alloy wheels with P235/55R18 all-season radials. Four-wheel disc brakes are standard on all grades.

Eight Standard Airbags; Blind Spot Monitor; STAR Safety

RAV4 combines the "active safety" of agile handling and four-wheel disc brakes with a range of safety technologies.

All 2013 RAV4s have eight standard airbags: dual stage advanced driver and front passenger airbags, front seat-mounted airbags, first and second row side curtain airbags, driver knee airbag and front passenger seat cushion airbag.

Like every Toyota, RAV4 has the Star Safety System as standard equipment and includes: Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Enhanced Vehicle Stability Control (VSC), Brake Assist (BA), an Anti-lock Braking System (ABS), and Smart Stop Technology (SST).

The body structure of the RAV4 is designed to help absorb collision-impact forces and help minimize impact deformation to the passenger cabin. High-strength steel is used in the roof, rocker sills, floor, engine compartment and door frames to help manage overall body deformation in the event of certain side collisions.

An electronic tire pressure monitoring system (TPMS) is standard equipment.

Whiplash Injury Lessening (WIL) front seats are designed to help support the driver's and front passenger's head during certain types of rear-end collisions. Specifically, the rigidity of the seatback frame, the shape of the seat, and the positioning of the seatback relative to the headrest can increase the likelihood that the seatback and headrest will help restrain the head and torso simultaneously during an impact, thus helping to reduce the incidence and severity of a whiplash injury through excessive head movement.

The Limited grade has an available Blind Spot Monitor system (BSM) that operates when RAV4 is traveling at approximately 10 mph or above. It can be turned off with a dashboard switch. When the system detects a vehicle

in the adjacent lane, it alerts the driver using indicators on the side mirrors. If the turn signal is on when there is a vehicle in the blind spot of the driver's intended lane, the indicator on the corresponding mirror will also flash.

The available Blind Spot Monitor incorporates Rear Cross Traffic Alert (RCTA), which uses the Blind Spot Monitor radar sensors at the lower rear bodywork of the vehicle. When backing up, RCTA senses vehicles approaching from either direction and provides an audible warning combined with flashing indicators in the outside mirrors.

Daytime Running Lights (DRL) are standard on all RAV4s. The DRL system activates the high-beams at a reduced intensity. DRL does not activate the taillights and can be shut off with the headlight switch.

Toyota Care Complimentary Maintenance; 24-Hour Roadside Assistance

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 corrosion with no mileage limitation.

The RAV4 will also come standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

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[2013 RAV4 Product Information Sheet](#)