

Toyota All-Electric 2012 RAV4 EV Rolls into California

September 13, 2012

TORRANCE, Calif., (Sept. 13, 2012) – Toyota Motor Sales, USA, Inc. (TMS) announced today special financing and a customer lease option for the 2012 RAV4 EV. The all-new, all-electric RAV4 EV receives an EPA rated range of 103 miles, 78 city miles per gallon equivalent (MPGe), 74 highway MPGe and 76 combined MPGe.

The RAV4 EV will go on sale the week of September 24, 2012 through select California dealers, focusing on major metropolitan markets. With a manufacturer's suggested retail price of \$49,800, RAV4 EV customers will have the option of a purchase or lease program. Special purchase financing of 1.9 percent APR is available for qualified customers, as well as a 36 month lease option at \$599 per month with \$3,499 drive off. Sales volume is planned for approximately 2,600 units through 2014.

The RAV4 EV is expected to qualify for a \$2,500 rebate through the Clean Vehicle Rebate Program in California and also is eligible for a \$7,500 Federal Tax Credit. The vehicle will qualify for the California High Occupancy Vehicle (HOV) lane white sticker program.

Interested customers can visit www.toyota.com/rav4ev to sign up for additional information and be connected with an authorized dealer.

Toyota's approved electric vehicle supplier equipment provider is Leviton. Leviton offers multiple options for charging solutions. For the shortest charge time of approximately six hours, Leviton offers a custom 240V (Level 2), 40A, 9.6 kW output charging station. For more information visit Leviton.com/Toyota. The vehicle comes equipped with a 120V (Level 1) 12A charging cable for instances when the recommended 240V (Level 2) charging is not available.

The RAV4 EV is the product of a unique collaboration with Tesla Motors spurred by Akio Toyoda, president and chief executive officer of Toyota Motor Corporation. The RAV4 EV combines a Tesla designed and produced battery and electric powertrain with Toyota's most popular SUV model.