

# Toyota Announces Prices for 2012 RAV4 Compact SUV and Prius Liftback

December 19, 2011

TORRANCE, Calif., Dec. 19, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the 2012 RAV4 compact sport utility vehicle (SUV) and the Prius Liftback. The RAV4 will begin arriving at dealerships on December 20 and the Prius in January 2012.

## **RAV4**

The Toyota RAV4 is offered in three distinct grades – RAV4 grade, Sport and top-of-the-line Limited – and with a choice between the 2.5-liter four-cylinder engine or a 269 horsepower 3.5-liter V6. Each engine can be teamed with either front-wheel drive or electronic on-demand four-wheel-drive. The roomy RAV4 offers optional third-row seating on RAV4 and Limited grade models.

The 2012 RAV4 receives an overall price increase of \$100, or 0.4 percent, with some models receiving a price decrease, helping the RAV4 retain its excellent value. The base MSRP will range from \$22,650 for the RAV4 four-cylinder 2WD model with a four-speed automatic transmission to \$28,650 for the Limited V6 4WD model with a five-speed automatic transmission.

All 2012 RAV4 models will feature a new standard audio system that's equipped with hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology, while the Limited Grade will offer an available Display Audio with Navigation and Entune™. The optional system includes a 6.1-inch touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio (includes three-month trial subscription to XM Select Package), HD Radio™ with iTunes® Tagging, auxiliary audio jack, USB port with iPod® connectivity and control, hands-free phone capability, phone book access, advanced voice recognition, and music streaming via Bluetooth wireless technology.

The available Entune™ multimedia system, which is a collection of popular mobile applications and data services via a compatible smartphone, includes Bing™ and Pandora®; real-time information including traffic, weather, fuel prices, sports and stocks. Apps available in spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. Access to Entune services is complimentary for three years.

## **Prius**

With over one million units sold in the U.S. alone, the midsize Prius Liftback has helped Toyota's Prius brand become the most popular hybrid vehicle nameplate by offering consumers the most proven hybrid technology available. In 2012, the Prius Liftback will be joined in the showroom by other members of the Prius Family; the versatile Prius v, the Prius Plug-in Hybrid, and the subcompact Prius c.

The Prius Liftback receives updates and enhancements to its available content for the 2012 model year. The 2012 Prius Liftback MSRP ranges from \$24,000 for the Prius Two model to \$29,805 for Prius Five, reflecting a price increase ranging from 2.0 percent to 4.3 percent.

The 2012 model year Prius receives a refreshed front fascia, revised tail lamps, newly styled 15-inch wheel covers and LED Daytime Running Lights (DRL) with on/off feature. The 2012 Prius interior is updated to include a standard 6.1-inch Display Audio system with USB for iPod® connectivity and control, Bluetooth® with phone book access for hands-free calling and music streaming, and a more advanced Multi-Information



			Five-door				
2012	1223	Prius Two	Liftback Five-door	\$23,520	\$480	2.0%	\$24,000
2012	1225	Prius Three	Liftback Five-door	\$24,520	\$1,045	4.3%	\$25,565
2012	1227	Prius Four	Liftback Five-door	\$27,320	\$915	3.3%	\$28,235
2012	1229	Prius Five	Liftback	\$28,790	\$1,015	3.5%	\$29,805