

Toyota RAV4 Receives 2020 Hispanic Motor Press Award

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PLANO, Texas (November 25, 2019) – Toyota RAV4 received accolades at the 2020 Hispanic Motor Press Awards (HMPA) ceremony, held on November 20 during the official opening of the Los Angeles Auto Show, winning the award for the Crossover category.

The HMPA are presented by the Hispanic Motor Press Foundation and recognize the most significant automobiles in the market, and the best in their class, as they meet the needs and desires of Hispanic families. The foundation's advisory board selected an independent panel of jurors comprised of Hispanic automotive journalists, bloggers, and industry influencers to evaluate over 250 new model vehicles in the running for the awards.

“Family safety is one of our main factors in determining a winner. The RAV4 has one of the best performing systems,” said Ricardo Rodriguez-Long, President of the Hispanic Motor Press. “We like the roominess of this new generation and the integration of mobile technology. Historically, the RAV4 has maintained a very high resale value and this new model will be no different. These features in addition to the uncompromised safety and technology makes the RAV4 the best overall package in its class.”

Designed to embody a style and persona inspired by the brand's tough trucks, the RAV4 was also designed to amplify the desirable traits of a crossover: interior comfort, agile handling, a smooth ride and exemplary fuel efficiency. New for 2020 includes the addition of the 2020 RAV4 TRD Off-Road, outfitted with a full array of special Toyota Racing Development engineering and design features for greater trail-driving capability and standout style. Also new for 2020, all RAV4 models expand multimedia capability with Android Auto™ added to the Apple CarPlay® and Amazon Alexa compatibility. The LE and XLE grades, both gas and Hybrid, gain standard SiriusXM® with a three-month trial, which was already standard on the higher grades – adding even more features for a tech-savvy driver.