

# Get the First-Ever 2021 RAV4 Prime Starting at Under \$40K MSRP

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**PLANO, TX** (May 29, 2020) – The 2021 Toyota RAV4 Prime will break ground as the most powerful and quickest RAV4 ever, hitting dealerships this summer with a starting MSRP of \$38,100. The RAV4’s first-ever plug-in model has up to 302 horsepower with an ability to do 0-60 mph in a projected 5.7 seconds, which makes it the quickest four-door model in the Toyota lineup. But, it doesn’t end there. The RAV4 Prime also has up to a manufacturer-estimated 42 miles on battery alone on a single charge, making it the highest EV range of any PHEV SUV on the market. The RAV4 Prime also has up to a manufacturer-estimated 94 combined MPGe. Even more, what sets RAV4 Prime apart is the standard Electronic On-Demand AWD.

First revealed at the 2019 Los Angeles Auto Show, the 2021 RAV4 Prime will be available in SE and XSE grades, both emphasizing athletic on-road performance and premium comfort and style.

## **SE Grade**

The SE flaunts its sporty attitude with 18-in. painted and machined alloy wheels and an exclusive front grille

design with a front lower spoiler. Piano black exterior accents and a painted grille/diffuser complete the premium look. The SE's equipment is quite comprehensive, with standard:

- Heated front seats
- 8-way power driver's seat with lumbar adjustment
- 7-in. Multi-Information Display
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Leather-wrapped steering wheel and shift knob with red stitching
- Power Back Door
- Audio with 8-in. touchscreen and Amazon Alexa integration, as well as Android Auto and Apple CarPlay compatibility
- 3 kW on-board charger

The available Weather & Moonroof Package (+\$1,665 upgrade) is chock-full with upgrades like a heated steering wheel, heated rear outboard seats and rain-sensing windshield wipers with de-icer function, for added convenience.

### **XSE Grade**

As on the current RAV4 Hybrid XSE, the Prime version (starting MSRP of \$41,425) of this grade stands apart with an available two-tone exterior paint scheme pairing a black roof with select colors, including the striking new-to-RAV4 Supersonic Red. Other standard features include:

- Exclusive 19-in. two-tone alloy wheels, the largest ever offered on a hybrid RAV4
- Vertical LED accent lights
- Paddle shifters
- Moonroof
- SofTex®-trimmed seat surfaces
- Qi-wireless phone charger
- Ambient interior lighting
- Auto-dimming rearview mirror with HomeLink universal transceiver
- Audio Plus with 9-in. touchscreen

The standard Audio Plus system comes with a 9-in. touch-screen, the largest ever offered on a RAV4. There is also an available Premium Audio multimedia system that includes Dynamic Navigation (3-year trial included) and JBL speaker system.

Available options for the XSE grade include

- Weather Package (+\$815)
  - Heated Steering Wheel
  - Heated Rear Outboard Seats
  - Rain Sensing Wipers w/Wiper De-Icer

- Weather and Audio Package (+\$2,435)
  - Weather package plus:
    - JBL Premium Audio
    - Dynamic Navigation with 3 year trial
    - Destination Assist with 1 year trial
  
- Weather with Audio and Premium Package (+\$5,760)
  - Weather and Audio package plus:
    - AC (6.6kW) Enhanced Charger
    - Digital Rearview Mirror
    - 120V/1500W AC power outlet in cargo area
    - Panoramic Moonroof
    - Kick-Type Power Back Door
    - SofTex®-trimmed seats with sporty red accents and stitching
    - Bird's Eye View Camera
    - 4-way power adjustable front passenger seat with seatback pocket
    - Smart Key System on all doors
    - Perforated Heated & Ventilated Front Seats
    - Parking Assist with Automatic Braking
    - Adaptive Front Headlight System
    - Head-Up Display

## **Safety**

All Toyota RAV4 models come equipped with standard Toyota Safety Sense (TSS 2.0), which groups a long roster of active-safety technologies and capabilities:

- Pre-Collision System with Pedestrian Detection (PCS w/PD)
- Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- Lane Departure Alert with Steering Assist (LDA w/SA)
- Automatic High Beam (AHB)
- Lane Tracing Assist (LTA)
- Road Sign Assist (RSA)

The XSE Premium Package adds Rear Cross Traffic Braking (RCTB) and Front and Rear Parking Assist with Automated Braking (PA w/AB).

## **Priced Just Right**

Model	Grade	Drive	Features	MY21 MSRP
2021 RAV4 Prime	SE	AWD	8" Audio with Apple CarPlay®, Android Auto™, and Amazon Alexa® Compatibility Heated front seats 8-way power driver's seat w/ lumbar adjustment Black interior with red stitching throughout Leather-wrapped steering wheel and shift knob Power Back Door	\$38,100
2021 RAV4 Prime	XSE	AWD	19" black, machined alloy wheels Two-toned roof (Midnight Black Metallic) 9" Audio Plus Qi-wireless phone charger SofTex®-trimmed seat surfaces Paddle shifters Vertical LED Accent Lights Ambient Interior lighting	\$41,425

Prices are manufacturer's suggested retail prices (MSRP) excluding the delivery, processing and handling (DPH) fee of \$1,120. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary. RAV4 Prime customers also may qualify for an \$7,500 federal tax credit. Individual states have additional incentives that can be either be applied at time of purchase or via a rebate program, depending on the state. Individual state incentive information can be found at <https://afdc.energy.gov/laws/state>.

### **Toyota Limited Warranty**

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 perforation from corrosion for 60 months with no mileage limitation. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever comes first from original date of first use when sold as new. The HV battery is covered for 10 years/150,000 miles, whichever comes first, and is transferrable across ownership.