

2021 Toyota RAV4 Prime: Primed and Ready for Electrified Traction

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PLANO, Texas (July 1, 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.

How Does It Do That?

Toyota hybrids have for years demonstrated high performance with low fuel consumption, and now the 2021 RAV4 Prime makes one of the strongest cases yet. The RAV4 Prime uses a differently tuned version of the RAV4 Hybrid’s 2.5-liter four-cylinder Atkinson-cycle gas engine. It produces the same projected 176 hp as in the hybrid, but paired with the electric motors, total system output equals 302 horsepower.

The RAV4 Prime’s passenger space isn’t compromised by the larger Lithium-Ion battery, as it is mounted under

the floor. The mounting position also gives the RAV4 Prime a low center of gravity and enhanced driving stability.

The RAV4 Prime's enhanced heat pump HVAC system, based on Prius Prime's and tailored to fit RAV4 Prime, contributes to an increasing EV range, as energy consumption for cabin temperature control can significantly decrease EV driving range.

Versatility + Street-Smart

The RAV4 Prime employs the same version of Electronic On-Demand All-Wheel Drive (AWD) as the RAV4 Hybrid. In both models, a separate rear-mounted electric motor powers the rear wheels when needed, including proactively on acceleration startup and also in reduced-traction conditions.

The AWD system also reduces understeer during cornering for enhanced steering stability. Off-pavement, AWD enhances hill-climbing performance. A driver-selectable Trail mode makes it possible to get unstuck by braking a spinning wheel and sending torque to the grounding wheel.

With available paddle shifters, the driver can "downshift" to increase the regenerative braking in steps, which fosters greater control when driving in hilly areas, for example.

As on the RAV4 Hybrid, the innovative Predictive Efficient Drive feature acts like an invisible "hyper-miler" co-driver. Using the available navigation system, Predictive Efficient Drive essentially reads the road and learns driver patterns to optimize hybrid battery charging and discharging operations based on driving conditions. The system accumulates data as the vehicle is driven and "remembers" road features such as hills and stoplights and adjusts the hybrid powertrain operation to maximize efficiency.

Sporty and Sportier

Toyota engineered the 2021 RAV4 Prime for the performance-oriented driver and is therefore offering it in the sporty SE and XSE grades. The SE grade is new for the RAV4 Prime, and the XSE is currently exclusive to the RAV4 Hybrid.



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.