

# Tackle Everyday Streets and Weekend Retreats in the 2025 Toyota RAV4

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**PLANO, Texas** (Oct. 10, 2024) – Since 1996, the Toyota RAV4 has brought drivers a blend of functionality and style that is hard to beat. Whether it’s a Hybrid, [Plug-in Hybrid](#), or gas model, the RAV4 gives customers a choice of capable, efficient powertrains. It also brings rugged good looks with its wide grille, broad fenders, and available single or two-tone exterior colors. It is no wonder the RAV4 is the best-selling model in the Toyota lineup.

The 2025 RAV4 offers the standout style drivers expect from the fifth-generation small SUV. Engineered to tackle urban, suburban and outdoor adventures, the fifth-generation RAV4 is built on the Toyota New Global Architecture-K (TNGA-K) platform. With a boldly chiseled design inspired by Toyota’s tough trucks, and an elevated view of the road, the RAV4 amplifies the desirable crossover traits that made the first RAV4 an instant success over a quarter-century ago. It also brings spacious functionality to the party, with seating for five and a 60/40 folding rear seat to expand its rear cargo area.

RAV4 Hybrid models are available in a choice of LE, XLE, XLE Premium, Woodland Edition, SE, XSE, and Limited grades. All RAV4 Hybrid models come equipped with AWD standard for all-weather capability and confident on-road driving dynamics. The RAV4’s Toyota Hybrid System works in sync with the 2.5-liter 4-cylinder Dynamic Force Engine to give drivers a combination of performance and efficiency, making it a no-compromise small SUV with a system net combined output of 219-HP and up to a manufacturer-estimated 39 MPG combined rating (Hybrid LE AWD grade).

The RAV4 is also available in a choice of 2.5L 4-cylinder LE, XLE, XLE Premium, and Limited gas-powered grades. All gas-powered grades come in a choice of Front- or All Wheel Drive. Drivers can experience an exceptional blend of power, performance, and comfort with the 2.5L engine paired to a Direct Shift 8-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) that has a manufacturer-estimated 27 mpg city / 35 mpg highway / 30 combined MPG (LE FWD) rating. The gas-powered RAV4 Adventure and TRD Off-Road grades will not be offered in model year 2025.

The 2025 RAV4 and RAV4 Hybrid will be available in a variety of single and two-tone colors and will have available fabric or SofTex®-trimmed seats, depending on powertrain and grade. Models are expected to start arriving in the fall of 2024. The Manufacturer’s Suggested Retail Price (MSRP) starts at \$28,850 on the LE FWD gas grade and \$31,900 on the LE Hybrid grade, excluding Dealer Processing and Handling (DPH), for complete Toyota lineup MSRP and DPH [click here](#).

### **The Ready to Ride Hybrid**

The RAV4 Hybrid models take the appealing SUV package and adds the efficiency of the Toyota Hybrid System, which combines the 2.5-liter 4-cylinder Dynamic Force Engine with two Motor Generators and a Continuously Variable Transmission (CVT). All RAV4 Hybrid models come with a standard Electronic On-Demand All-Wheel Drive system (AWD) system that operates at all vehicle speeds.

The 2025 RAV4 Hybrid’s AWD system can easily handle your everyday commute or go to work at light off-roading. The AWD system combines the engine with front and rear electric drive motors to power all four wheels when necessary. This system uses an independent electric motor at the rear wheels, rather than a torque-distribution system in the transmission and additional driveshaft to the rear. This rear motor operates proactively any time rear torque would be beneficial to keep the vehicle on the driver’s intended line, or when conditions get slippery.

All RAV4 Hybrid models feature Eco, EV, Sport, Normal, and Trail drive modes. Eco Mode helps to enhance fuel efficiency by reducing acceleration levels; EV Mode<sup>1</sup> pulls power from its battery, maximizing efficiency for short distances; and Sport Mode gives drivers a boost in acceleration. Normal Mode blends Eco, Sport, and EV Modes to keep drivers rolling. RAV4 Hybrid Woodland Edition drivers will especially appreciate Trail Mode, which manages traction with integrated control for the AWD, brake, and drive force control systems,

acting as a virtual limited slip differential and delivering power to specific wheels for extra traction when needed.

The RAV4's powerful stance and purposeful styling help give it a look that's aggressive off the road and sophisticated on the streets. Depending on grade, available exterior colors include Ice Cap, Silver Sky Metallic, Magnetic Gray Metallic, Midnight Black Metallic, or Blueprint; Premium paint options include Ruby Flare Pearl and Wind Chill Pearl. Cavalry Blue is an additional option for the SE grade, and is also available as a two-tone option paired with a Midnight Black Metallic roof on the XSE grade. Additional two-tone color choices on the XSE grade include Silver Sky Metallic, Magnetic Gray Metallic, and Wind Chill Pearl all paired to a Midnight Black Metallic roof. The Woodland Edition comes in three color choices, Army Green or Ice Cap, each paired to a Midnight Black Metallic roof; and for drivers looking for sleek, mysterious style, it is also available in Midnight Black. Interior colors include Nutmeg, Ash, or Black in either fabric or SofTex trimmed materials, depending on the grade.

RAV4 Hybrid's seven different grades offer a wide range of features. The well-equipped LE grade starts the lineup off with great standard features like dual zone automatic climate control, fabric-trimmed seats with 6-way adjustable front driver's seat and 4-way adjustable front passenger seat, and an 8-inch touchscreen with Toyota Audio Multimedia system and six speakers. Move up to the XLE and color-keyed power outside mirrors with turn signal and blind spot warning indicators, 8-way power adjustable driver's seat with lumbar support, and a Smart Key system for front doors and an available power rear liftgate.

The Hybrid XLE Premium grade adds key features like 18-inch multi-spoke dark metallic-finished alloy wheels and integrated LED fog lights. There is also an available XLE Premium Advanced Technology Package with Front and Rear Parking Assist with Automatic Braking and Qi-compatible wireless smartphone charging with charge indicator light. An XLE Premium Grade Weather Package is also available that includes heated steering wheel, heated front seats, 8-way power-adjustable driver's seat with two-position memory function and lumbar support, and rain-sensing variable intermittent windshield wipers with de-icer function.

<sup>1</sup> EV Mode lets you operate solely on battery power at low speeds for short distances and in limited circumstances, such as in a parking garage. Different conditions may prevent or limit usage.



### **Into the Woodland**

The RAV4 Hybrid Woodland Edition is one model that's not afraid of getting dirty. Wearing a black Woodland Edition decal as its mark, it comes equipped with 18-inch bronze finished TRD flow-formed alloy wheels and Falken® WildPeak AT tires for when the road gets rough. It also has standard all-weather floor mats and cargo liner for those mud caked boots.

Adding to its adventurous personality is a standard TRD tuned off-road suspension and electronic All Wheel Drive (AWD). This suspension is engineered with enhanced body control and small-bump isolation to help

smooth out trails and rough city streets. Coil springs are tuned for the trails and bump stops maximize compression-direction wheel travel. The twin-tube shocks feature internal rebound springs for optimal roll control and unique valving to help improve body control over large bumps and dips. The Woodland Edition also has Trail Mode, which acts as a virtual limited slip differential that delivers power to specific wheels for extra traction when needed.

For even more luggage capacity, RAV4 Hybrid Woodland Edition features high profile black roof rails and cross bars to pack an array of supplies for a weekend camping trip and a 120V inverter to power-up an assortment of compatible household items for a daytrip or overnight camping excursion. It also has a standard 1¼-inch activity mount that's ready for that bike rack.

Additional stylish touches include a dual black chrome-tipped exhaust, black exterior accents, painted mirrors, outside door handles, and rear hatch garnish. For additional comfort, it also has a Weather Package option, which adds the warm comfort of heated front seats and a heated leather-trimmed steering wheel. It also has the intelligence of rain-sensing variable intermittent windshield wipers with de-icer function for when mother nature serves up rain or snow.

It's also ready for the grime that comes with any dirt road thanks to standard front and rear mudguards, exclusively Woodland-logoed all-weather floor mats and rear cargo mat. In the daytime, standard privacy glass on the rear sides, quarters, and liftgate windows adds a feeling of personal space to the cabin. When the sun goes down, standard LED projector-beam headlights and integrated fog lights brighten the way.

### **Go Hybrid Sport**

The RAV4 Hybrid SE and XSE carry the baton for sport inspired models in the lineup. The SE grade carries many of the same great specs included with the Hybrid XLE and adds a sport-tuned suspension, with more taut springs and shock absorbers for tight on-road handling. For a stylish edge, it has 18-inch multi-spoke black-painted alloy wheels with blue-painted shock absorbers and a dual chrome-tipped exhaust. In the cabin, a blue-accented interior includes fabric-trimmed seats with sporty blue stitching. It also has a black headliner and an available power tilt/slide moonroof with one-touch open/close.

The XSE grade amps up the attitude with a standard two-tone exterior paint scheme that pairs a Midnight Black Metallic roof with Cavalry Blue, Wind Chill Pearl, Magnetic Gray Metallic, or Silver Sky Metallic body colors. Piano-black accents across the front end, mirror caps, fender arches, and lower rocker panels set the stage for XSE Hybrid's sporty appeal. Its exclusive interior features black SofTex trim material with blue stitching, blue ambient illumination throughout, an available panoramic glass roof with front power tilt/slide moonroof, and a standard height-adjustable power liftgate with jam protection.

### **Take it to the Limited...Hybrid**

The RAV4 Hybrid Limited brings a taste of the luxury vehicle life to this high-capability compact SUV. Its 19-inch alloy wheels and chrome-finished accents set it apart from the other models, although it's inside the cabin where the Limited grade steals the show. Standard features include a front-row moonroof, and heated and ventilated driver and passenger seats. The Limited Weather Package adds a heated steering wheel, rear outboard passenger heated seating, and rain-sensing variable intermittent windshield wipers with de-icer function. A 10.5-in. touchscreen with Toyota Audio Multimedia System includes Wireless Apple CarPlay®7 and Wireless Android Auto™ compatibility and an 11-speaker JBL Premium Audio system with subwoofer and amplifier come standard. Optional premium comfort features include a height-adjustable foot-activated power liftgate with jam protection, Qi-compatible wireless charging and a Panoramic View Monitor with 360-degree Overhead View in low-speed drive and reverse.

### **Efficient Gas Choices Aplenty**

The 2025 RAV4 is also available in models powered by a 203-horsepower, 2.5L 4-cylinder Dynamic Force gas

engine. These RAV4 gas grades come in a choice of LE, XLE, XLE Premium, and Limited grade. The Internal Combustion Engine's (ICE) induction system is Toyota's D-4S Dual-Injection (Direct-Injection and Port-injection) EFI with Electronic Throttle Control System with intelligence. It employs high-speed combustion technology, reduced friction and a variable valve control system to reduce energy losses associated with cooling and exhaust which results in achieving 40-percent thermal efficiency. Sport, Eco, and Normal drive mode select also comes standard.

All gas-powered grades have a choice of FWD or AWD available. There are two types of available All-Wheel Drive systems among gas models: Standard AWD or Dynamic Torque Vectoring AWD with Rear Driveline Disconnect. On both systems, the RAV4's direct shift automatic transmission uses direct lock-up in gears two through eight to help reduce power loss from the torque converter while executing ideal, smooth shifts.

The Dynamic Torque Vectoring All-Wheel Drive with Rear Driveline Disconnect comes standard on the AWD-equipped Limited grade mode. It can direct up to 50 percent of engine torque to the rear wheels, as well as distribute it to the left or right rear wheel to help enhance handling when needed. When AWD isn't required –on long stretches of highway, for example– RAV4 can help achieve better fuel economy thanks to the Rear Driveline Disconnect system. The system uses ratchet-type dog clutches to stop the rear-axle driveshaft's rotation, thus helping to reduce energy loss and improve fuel efficiency.

Standard on all AWD-equipped gas RAV4 models, Multi-Terrain Select gives drivers the ability to maximize traction when driving through mud, sand, rocks, dirt and snow. The system is easy to use thanks to control buttons or a control dial (depending on the grade) positioned to the left of the transmission shift lever, to choose between Mud & Sand or Rock & Dirt mode. Using the Multi-Information Display (MID), the driver can view torque allocation and slip control, which will fluctuate depending on driving and road conditions.

Depending on the grade, gas-powered RAV4 models color options include Ice Cap, Silver Sky Metallic, Magnetic Gray Metallic, Midnight Black Metallic, or Blueprint, premium paint colors include Wind Chill Pearl or Ruby Flare Pearl. Interior color and seating options include Nutmeg, Black, or Ash fabric or SofTex trimmed seats, depending on grade and color choice.



### **Great Choices in LE or XLE**

The RAV4 gas models start out with the LE grade, with exterior features like a black-hexagon patterned bar front grille, LED projector headlights and taillights, dual exhaust, and 17-inch steel wheels with 6-spoke wheel covers. On the inside, it comes with fabric-trimmed seating for five, a 6-way adjustable front driver's seat, 4-way adjustable front passenger seat, and 60/40 split reclining fold-flat rear seat. When it comes to entertainment, the LE is ready for your favorite playlist with an 8-inch touchscreen with Toyota Audio Multimedia that has Wireless Apple CarPlay and Wireless Android Auto™ compatibility.

The XLE grade adds 17-inch alloy wheels; LED projector headlights with chrome-finished bezels and auto on/off headlamps; fog lights; color-keyed heated power exterior mirrors with LED turn signals and blind spot warning indicators; dual-zone automatic climate control with rear air vents; Smart Key System on front doors and liftgate with push button start, remote keyless entry and remote illuminated entry; rear cargo area cover; four additional USB charging ports, and more.

The XLE Premium grade builds on that, adding 19-inch metallic finished alloy wheels; integrated LED fog lights, power tilt/slide moonroof with one-touch open/close; SofTex-trimmed seats with 8-way power driver's seat and 2-way lumbar; power liftgate; leather-wrapped steering wheel and shift handle with sequential mode.

### **Top it off with Limited**

The gas-powered Limited grade adds a well-appointed feature set that brings maximum style and comfort. Outside, front and rear bumpers have silver-colored accent garnishes, a gray metallic-colored grille, chrome-finished accents, and 19-inch alloy wheels and chrome-finished accents that set it apart from the other grades. It also has upgraded LED projector headlights with LED DRL accent lights and turn signals.

Inside, premium comfort and style come to the forefront with SofTex seating throughout, with standard heating and ventilation for the driver and front seat passenger. The driver's seat is 8-way power-adjustable with memory and 2-way lumbar support and the passenger seat is 4-way power adjustable. A heated steering wheel, rear outboard passenger heated seating, and rain-sensing variable intermittent windshield wipers with de-icer function are available in the Limited grade weather package.

RAV4 Limited comes with a 12.3-inch digital gauge cluster in the instrument panel standard, which can, among other functions, display turn-by-turn directions in navigation-equipped vehicles and serve as a digital speedometer. The same 10.5-inch touchscreen with Toyota Audio Multimedia system and JBL Premium Audio system on the hybrid model also comes standard. A power liftgate is standard, and a hands-free power liftgate is available in an option package.





### **Toyota Audio Multimedia and Digital Gauge Cluster**

For 2025, the RAV4 will feature the latest Toyota Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technology team. RAV4 drivers can experience a wide range of enhanced connectivity and convenience features, including Over-the-Air (OTA) updates. Users can interact with the system through intuitive touch and voice activation controls.

With an available Connected Services Drive Connect\* trial or subscription, drivers and passengers have access to Intelligent Assistant, Cloud Navigation and Destination Assist. With Intelligent Assistant, simple phrases like

“Hey Toyota” awakens the system for voice activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more.

Cloud Navigation\*, the available onboard navigation solution, utilizes the cloud to download the latest available map, traffic and routing information. To ensure users have the most up-to-date search capabilities, POI search is provided by Google Points-of-Interest data. Destination Assist also gives access to 24/7 live agent assistance to locate the next destination.

The Toyota Audio Multimedia system allows for dual Bluetooth® phone connectivity, with standard wireless Apple CarPlay® and Android Auto™ compatibility. With further connectivity, the RAV4 has standard Wi-Fi Connect\* 30-day/3-GB trial (whichever comes first) that offers 4G connectivity for up to five devices – turning the RAV4 into an AT&T Hotspot.



Adding to the already robust offering of audio playback ability with HD Radio®, USB data and a SiriusXM® 3-month trial subscription, an active Wi-Fi Connect trial or subscription also enables the new Integrated Streaming feature, providing the ability to link separate Apple Music® and Amazon Music subscriptions to the vehicle for onboard control.

RAV4's Multimedia and Multi-Information Display screens include an 8-inch Multimedia screen standard on LE/Hybrid LE, XLE/Hybrid XLE, XLE Premium/Hybrid XLE Premium, Hybrid SE, and Woodland Edition. The Hybrid XSE, and Limited/Hybrid Limited all come standard with a 10.5-inch Multimedia display. A 12.3-

inch digital gauge cluster comes standard on Limited/Hybrid Limited and is an optional upgrade on the Hybrid XSE. A 7-inch Multi-Information Display screen is standard on LE/Hybrid LE, XLE/Hybrid XLE, XLE Premium/Hybrid XLE Premium, Hybrid SE, and Woodland Edition.

Three different sound systems bring playlists to life across the RAV4 lineup. For models equipped with an 8- or 10.5-inch Multimedia screen, a six-speaker system comes standard. The Limited and Hybrid Limited come equipped with an 11-speaker JBL Premium Audio including subwoofer and amplifier standard. This sound system is also available with the Technology Package on the XLE Premium/Hybrid XLE Premium, and Hybrid XSE grades.

Each RAV4 offers a host of additional available Connected Services. Safety Connect includes an Emergency Assistance Button (SOS), 24/7 Enhanced Roadside Assistance, Automatic Collision Notification, and Stolen Vehicle Locator with up to a 10-year trial. Service Connect gives drivers the capability to receive Vehicle Health Reports, Maintenance Alerts and reminders, also with up to a 10-year trial.

\*4G network dependent.

### **Standard Safety and Convenience**

The 2025 RAV4 comes standard with Toyota Safety Sense 2.5, Toyota's suite of active safety systems. It includes Pre-Collision System with Pedestrian Detection that features enhancements over the previous generation, including the ability to detect an oncoming vehicle or a pedestrian at intersections when making a turn. The Pre-Collision System is designed to detect vehicles, pedestrians and bicyclists and provide audio/visual alerts and automatic braking in certain conditions. Emergency steering assist is an additional function designed to detect pedestrians and stabilize the driver's emergency evasive steering maneuvers and help prevent lane departure.

TSS 2.5 on RAV4 also includes Full-Speed Range Dynamic Radar Cruise Control (DRCC). Lane Departure Alert with Steering Assist can notify the driver and also provide steering support to keep the vehicle in its lane. When DRCC is set and engaged, Lane Tracing Assist is designed to assist the driver by providing a slight steering force to help center the vehicle in its lane using visible lane markers or a preceding vehicle.

Automatic High Beams are designed to detect preceding or oncoming vehicles and automatically switch between high beam and low beam headlights. Road Sign Assist is designed to recognize certain road sign information using a forward-facing camera. This feature will then display the road signs on the multi-information driver's display.

Along with the TSS 2.5 system, other available features include Blind Spot Monitor, which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes. When the RAV4 is equipped with Blind Spot Monitor, it will also have Rear Cross-Traffic Alert which can help detect vehicles approaching from either side while backing out and alerting you with a visual and audible warning. Available Front and Rear Parking Assist with Automatic Braking is designed to provide warning and if needed, implement brake control when there's a possibility of a collision with a stationary object or an approaching vehicle while parking.

In addition to TSS 2.5, the RAV4 is equipped with Toyota's Star Safety System, which includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Anti-lock Braking System (ABS) and Smart Stop Technology (SST). Other available convenience technologies include Panoramic View Monitor and Front and Rear Parking Assist with Automatic Braking.

Toyota's Rear Seat Reminder also comes standard on RAV4. The feature can note whether a rear door was opened within 10 minutes of the vehicle being turned on, or at any time after the vehicle has been turned on, with a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone

chimes.

### **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 Hybrid battery is covered for 10 years/150,000 miles, whichever comes first, and is transferrable across ownership.

RAV4 also comes with ToyotaCare, a normal factory-scheduled maintenance plan for two years or 25,000 miles, whichever comes first, and 2 years of Roadside Assistance, regardless of mileage.