



RAV4

2014



Stylish, smart and adventurous

This is unlimited driving fun

The 2014 Toyota RAV4 is everything you want in a car, and more. It's a true multitasker offering all the technology, styling and versatility you want for life's little adventures. An eye-catching exterior and an interior filled with soft, inviting materials carry you and all your things in comfort and style. RAV4 has the power to help you adapt to many types of road conditions and adds some serious fun to the drive. Call your friends. Let's get this adventure started. Let's go places.



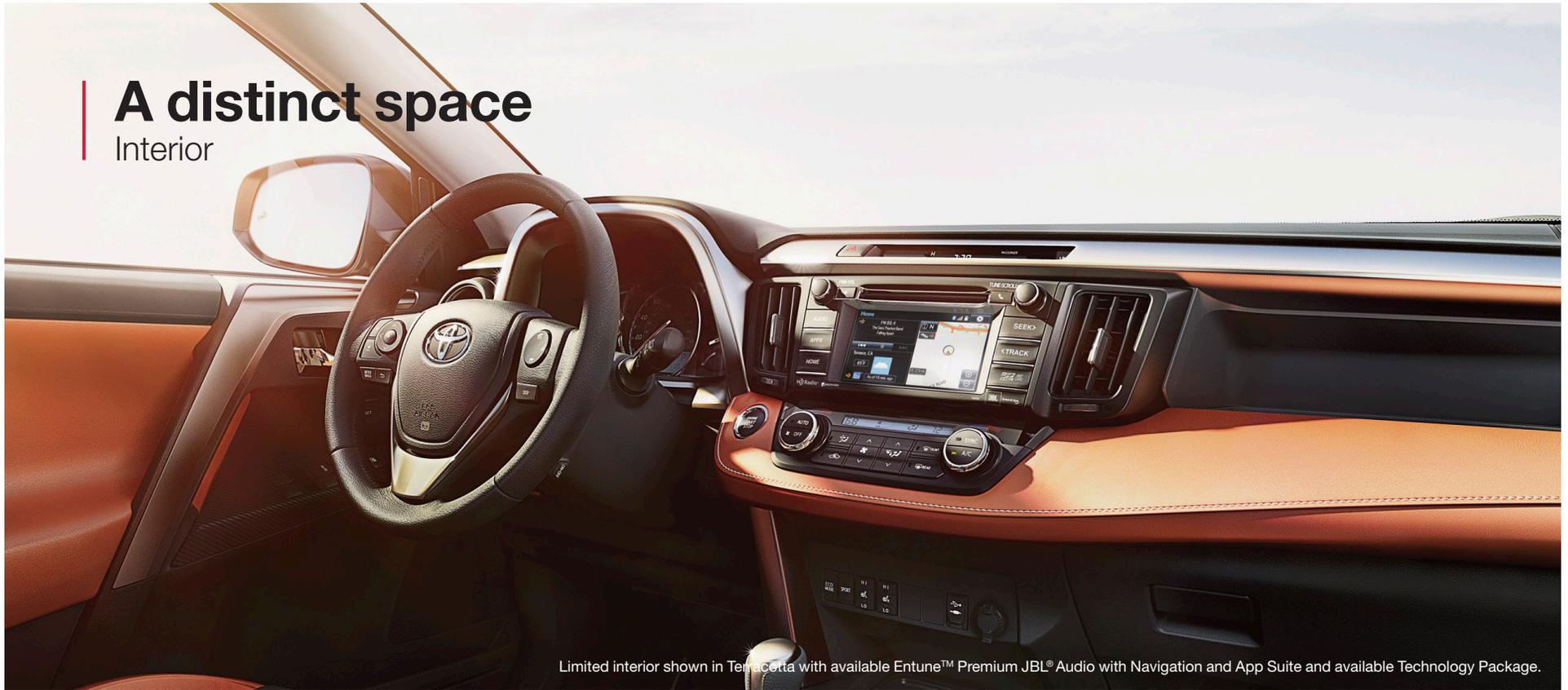


Information Provided by:
DEALER
PROCESS

XLE shown in Blue Crush Metallic.

A distinct space

Interior



Limited interior shown in Terracotta with available Entune™ Premium JBL® Audio with Navigation and App Suite and available Technology Package.

A soft-touch interior, available French stitching and an audio system with a standard 6.1-inch touch-screen and Multi-Information Display create a welcoming interior. With the available Smart Key¹ fob in your pocket or purse, you can lock and unlock the doors and liftgate with one touch and start the vehicle with the push of a button. The Limited model (shown) comes standard with Entune™ Premium Audio with Navigation² and App Suite,³ and SiriusXM Radio⁴ with a 90-day All Access trial. The leather-trimmed steering wheel incorporates audio, *Bluetooth*⁵ voice recognition⁶ and Multi-Information Display controls.



Entune™ Premium JBL® Audio with Navigation and App Suite A revolutionary way to keep you, and your Toyota, connected with apps such as Bing,TM iHeartRadio, MovieTickets.com, OpenTable,[®] Pandora^{®7} and data services such as fuel prices, sports and traffic. The system also includes 11 JBL® GreenEdge™ speakers in seven locations with a subwoofer and amplifier.

Backup Camera⁸ Stay ahead when you back up.⁸ When you shift into Reverse, RAV4's standard backup camera displays a real-time view of what the camera sees behind you on the 6.1-in. touch-screen display on the dash.

1. See footnote 19 in Disclosures section. 2. See footnote 18 in Disclosures section. 3. See footnote 8 in Disclosures section. 4. See footnote 16 in Disclosures section. 5. See footnote 15 in Disclosures section. 6. See footnote 13 in Disclosures section. 7. See footnote 9 in Disclosures section. 8. See footnote 7 in Disclosures section.

The perfect travel partner

Comfort and convenience

Inspiration is out there. Let's go find it. RAV4 has the capability to get you just about anywhere, plus plenty of cargo space for the things you want to take with you. With available French stitching in the interior, alloy wheels, and Entune™ Premium Audio with Navigation¹ and App Suite,² RAV4 is packed with style and technology too.



Dual Zone Automatic Climate Control Standard on XLE and Limited, this system lets you and your front passenger regulate your own environments with individual temperature controls, so you can keep your cool the entire trip.

Driver and Front Passenger Heated Seats Standard on RAV4 Limited, these SofTex®-trimmed seats offer multiple stages of warmth, so you can dial in the perfect degree of comfort via console-mounted switches.



Height-Adjustable Power Liftgate RAV4 Limited's power liftgate has a height-adjustment feature. Just position the liftgate to your ideal height, press and hold the button on the liftgate, listen for the beeps, and you're done. Every time you open the liftgate, it will rise to your custom height. The liftgate also has jam protection: Packing up for the next trip just got loads easier.

73.4 Cu. Ft. of Cargo Space³ Some of the best adventures happen at the last minute. RAV4 is flexible, with rear seatbacks that easily fold flat for 73.4 cu. ft. of cargo space. Plus, with RAV4's low load-in height, everyone can help get gear in or out.

Reclining Second-Row Seats Treat your friends and family like first-class passengers. By simply pulling a handle, they can recline the seatbacks and enjoy more than 37 inches of leg room.

1. See footnote 18 in Disclosures section. 2. See footnote 8 in Disclosures section. 3. Cargo and load capacity limited by weight and distribution.



Limited interior shown in Terracotta.

Power delivered precisely

Performance

From its efficient engine to its 6-speed automatic transmission and proven suspension, RAV4 is every bit a driver's machine. It's available with our Dynamic Torque-Control All-Wheel Drive (AWD) system, which improves handling by distributing power from front to rear, and manages the vehicle's braking system from side to side for maximum control on a variety of surfaces. RAV4's standard 2.5-liter 4-cylinder DOHC engine produces 176 horsepower along with 172 lb.-ft. of torque to make short work of long roads. And with its Dual Variable Valve Timing with intelligence (VVT-i) technology, it's also amazingly efficient.



24/31
est. city est. hwy

RAV4 has a thirst for adventure, not fuel. With an EPA-estimated 31 hwy mpg¹ for Front-Wheel Drive models, along with an Ultra Low Emission Vehicle II (ULEV-II) rating, RAV4 is the smart choice for your next journey.

6-Speed Automatic Part of RAV4's impressive acceleration and improved fuel economy can be attributed to its 6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i). It optimizes engine power output and continually adjusts itself to suit your driving style.

ECO Mode Being a little adventurous doesn't mean you can't still save. RAV4 has an ECO Mode that helps you drive more efficiently. **Aerodynamic Efficiency** A sleek, athletic-looking body is sculpted to be not only good looking, but efficient. The result? Reduced drag, greater straight-line stability and improved fuel efficiency.

Sport Mode What makes RAV4 fun is that it hasn't forgotten the driver. Sport Mode makes the drive more spirited and gives the driver a better feel of the road.

1. See footnote 4 in Disclosures section.

XLE AWD shown in Barcelona Red Metallic.

Well prepared for the road ahead

Safety

RAV4 has a variety of active and passive safety features to help keep you safe. Standard on every new Toyota, the Star Safety System™ is a suite of six advanced safety features including Enhanced Vehicle Stability Control (VSC),¹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)² and Smart Stop Technology® (SST).³ **STAR™**
SAFETY SYSTEM

To help keep children safe and secure, RAV4 has LATCH, which stands for “Lower Anchors and Tethers for CHildren.”



Technology Package Available on RAV4 Limited, and all new for 2014, this package includes:

Blind Spot Monitor (BSM)⁴ with Rear Cross-Traffic Alert (RCTA)⁵ BSM with RCTA helps you identify vehicles that might be in a blind spot. When BSM detects a vehicle, it warns you with a flashing indicator light on the appropriate outside mirror. RCTA works in much the same way. When you slowly back out of a driveway or parking spot, it provides audible and visual indicators to warn you of approaching vehicles.

Lane Departure Alert (LDA)⁶ LDA is designed to help keep you safely in your lane by alerting you with audible and display warnings when it detects an inadvertent lane departure.

Auto High Beam (AHB)⁷ At certain speeds, AHB will activate the high beams in select low light situations and switch back when conditions change, so you can better see the road ahead.

Standard of Safety RAV4 comes with a total of eight standard airbags⁸ including a driver and front passenger Advanced Airbag System (A, B), driver and front passenger seat-mounted side airbags (C, D), driver knee airbag (E), front passenger seat-cushion airbag (F), and front- and second-row curtain airbags (G, H).



Photo not intended to replicate actual inflated airbags.

1. See footnote 20 in Disclosures section. 2. See footnote 21 in Disclosures section. 3. See footnote 22 in Disclosures section. 4. See footnote 23 in Disclosures section. 5. See footnote 24 in Disclosures section. 6. See footnote 25 in Disclosures section. 7. See footnote 26 in Disclosures section. 8. See footnote 28 in Disclosures section.

RAV4 models

Three models ready to take you wherever you want to go



LE shown in Black with available roof rails.

LE MODEL HIGHLIGHTS

Exterior features

- 17-inch steel wheels with wheel covers
- Projector-beam headlights with auto-off feature
- Automatic Limited-Slip Differential (Auto LSD)
- Color-keyed rear spoiler
- Power outside mirrors
- Privacy glass
- Daytime Running Lights (DRL)

Interior features

- Air conditioning with cabin air filter
- Entune™ Audio with 6.1-inch touch-screen with integrated backup camera¹ display
- Backup camera¹

- Tilt/telescopic steering wheel with audio and Bluetooth^{®2} hands-free phone controls

- ECO and Sport Modes
- Soft-touch interior accents
- Fabric-trimmed 60/40 split, reclining fold-flat second-row seat
- Remote keyless entry system
- Power windows and door locks

Options

- Entune™ Audio Plus with 6.1-inch touch-screen with integrated backup camera¹ display and HD Radio,^{TM3} traffic, weather and SiriusXM Radio⁴ with 90-day All Access trial

- Roof rails
- Cargo area tonneau cover

Information Provided by:
DEALER

1. See footnote 7 in Disclosures section. 2. See footnote 15 in Disclosures section. 3. See footnote 17 in Disclosures section. 4. See footnote 16 in Disclosures section.



XLE shown in Blue Crush Metallic.

Limited shown in Barcelona Red Metallic.

XLE MODEL HIGHLIGHTS Adds to or replaces features offered on LE

Exterior features

- 17-inch alloy wheels
- Power tilt/slide moonroof with sunshade
- Color-keyed heated power outside mirrors with turn signal indicators
- Integrated fog lights
- Roof rails

Interior features

- Entune™ Audio Plus with 6.1-inch touch-screen with integrated backup camera¹ display and HD Radio™² traffic, weather and SiriusXM Radio³ with 90-day All Access trial

- Dual zone automatic climate control with cabin air filter
- 6-way adjustable driver's seat with sport bolsters
- 4-way adjustable front passenger seat with sport bolsters

- French-stitching accents
- Cargo area tonneau cover

Options

- Entune™ Premium Audio with Navigation⁴ and App Suite⁵ with Entune™ Multimedia Bundle⁶ HD Radio™² traffic, weather and SiriusXM Radio³ with 90-day All Access trial

LIMITED MODEL HIGHLIGHTS Adds to or replaces features offered on XLE

Exterior features

- 18-inch alloy wheels
- Height-adjustable power liftgate with jam protection
- Projector-beam headlights with auto on/off feature

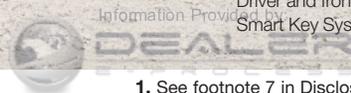
Interior features

- Entune™ Premium Audio with Navigation⁴ and App Suite⁵ with Entune™ Multimedia Bundle⁶ HD Radio™² traffic, weather and SiriusXM Radio³ with 90-day All Access trial
- SofTex®-trimmed seating
- 8-way power-adjustable driver's seat with memory function and power lumbar support
- Driver and front passenger heated seats
- Smart Key System⁷ with Push Button Start

- Tilt/telescopic leather-trimmed steering wheel with audio and Bluetooth® hands-free phone and advanced voice recognition⁹ controls

Options

- Entune™ Premium JBL® Audio with Navigation⁴ and App Suite⁵ with Entune™ Multimedia Bundle⁶ HD Radio™² traffic, weather and SiriusXM Radio³ with 90-day All Access trial
- Technology Package: includes Blind Spot Monitor (BSM)¹⁰ Rear Cross-Traffic Alert (RCTA)¹¹ Lane Departure Alert (LDA)¹² and Auto High Beam (AHB)¹³



4. See footnote 18 in Disclosures section. 5. See footnote 8 in Disclosures section. 6. See footnote 10 in Disclosures section. 7. See footnote 19 in Disclosures section. 8. See footnote 15 in Disclosures section. 9. See footnote 13 in Disclosures section. 10. See footnote 23 in Disclosures section. 11. See footnote 24 in Disclosures section. 12. See footnote 25 in Disclosures section. 13. See footnote 26 in Disclosures section.

Specifications

MECHANICAL AND PERFORMANCE	LE	XLE	LIMITED
Engine			
2.5-Liter 4-Cylinder DOHC 16-Valve with Dual VVT-i; 176 hp @ 6000 rpm, 172 lb.-ft. @ 4100 rpm	Standard	Standard	Standard
Ignition System			
Electronic, with Toyota Direct Ignition (TDI)	Standard	Standard	Standard
Emission Rating			
Ultra Low Emission Vehicle II (ULEV-II)	Standard	Standard	Standard
Transmission			
6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Standard	Standard	Standard
Drivetrain			
Front-Wheel Drive (FWD) with Automatic Limited-Slip Differential (Auto LSD)	Standard	Standard	Standard
Dynamic Torque-Control AWD	Available	Available	Available
Body Construction			
Unitized body	Standard	Standard	Standard
Suspension			
Independent MacPherson strut front suspension with stabilizer bar and hydraulic shock absorbers; double-wishbone rear suspension with coil springs, trailing arms, stabilizer bar and hydraulic shock absorbers	Standard	Standard	Standard
Steering			
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard	Standard
Turning circle diameter, curb to curb (ft.) (17-in. wheels/18-in. wheels)	34.8/NA	34.8/NA	NA/36.8
Brakes			
Power-assisted ventilated front disc brakes; solid rear disc brakes and Star Safety System™	Standard	Standard	Standard
Cold Area Package			
Heavy-duty battery, heavy-duty starter, heavy-duty heater and cold weather engine coolant	Standard	Standard	Standard
Exterior Dimensions (in.)			
Overall height (without/with roof rails)	65.4/67.1	NA/67.1	NA/67.1
Overall width	72.6	72.6	72.6
Overall length	179.9	179.9	179.9
Wheelbase	104.7	104.7	104.7
Track (front/rear) (17-in. wheels)	61.8/61.8	61.8/61.8	NA
Track (front/rear) (18-in. wheels)	NA	NA	61.4/61.4
Interior Dimensions (in.) (front/rear)			
Head room without moonroof	39.8/38.9	NA	NA
with moonroof	NA	38.9/38.9	38.9/38.9
Shoulder room	57.3/55.4	57.3/55.4	57.3/55.4
Hip room	54.3/48.9	54.3/48.9	54.3/48.9
Leg room	42.6/37.2	42.6/37.2	42.6/37.2
Off-Highway			
Approach/departure angle (degrees)	29/22	29/22	29/22
Ground clearance (in.)	6.3	6.3	6.3
Weights and Capacities			
Curb weight (lb.) (FWD/AWD)	3435/3550	3465/3585	3500/3610
Gross Vehicle Weight Rating (GVWR) (lb.) (FWD/AWD)	4485/4600	4485/4600	4485/4600
Cargo volume (cu. ft.) ¹ behind front/rear seats	73.4/38.4	73.4/38.4	73.4/38.4
Fuel tank (gal.)	15.9	15.9	15.9
Seating capacity (standard)	5	5	5



See numbered footnotes in Disclosures section.

Specifications (continued)

Towing	LE	XLE	LIMITED
Towing capacity (lb.); ^{2, 3} standard	1500	1500	1500
Tires			
Type – All-Season steel-belted radial blackwalls	Standard	Standard	Standard
Spare – Temporary (165/80R17ST)	Standard	Standard	Standard
Mileage Estimates (mpg city/highway)⁴			
4-cylinder FWD; 4-cylinder AWD	24/31; 22/29	24/31; 22/29	24/31; 22/29

Features⁵

EXTERIOR	LE	XLE	LIMITED		LE	XLE	LIMITED
Projector-beam headlights with auto-off feature	S	S	–	Power tilt/slide moonroof with sunshade	–	S	S
Projector-beam headlights with auto on/off feature	–	–	S	Height-adjustable power liftgate with jam protection	–	–	S
Daytime Running Lights (DRL)	S	S	S	17-in. wide-vent steel wheels with wheel covers and P225/65R17 tires	S	–	–
Color-keyed rear spoiler	S	S	S	17-in. alloy wheels with P225/65R17 tires	–	S	–
Integrated fog lights	–	S	S	18-in. alloy wheels with P235/55R18 tires	–	–	S
Chrome-accented grille	S	–	–	Roof-mounted antenna	S	S	S
Chrome-accented grille with silver-highlighted lower grille	–	S	S	Washer-linked intermittent windshield wipers and intermittent rear window wiper	S	–	–
Black power outside mirrors with folding feature	S	–	–	Washer-linked variable intermittent windshield wipers and intermittent rear window wiper	–	S	S
Color-keyed heated power outside mirrors with turn signal indicators and folding feature	–	S	S	Privacy glass on rear side, quarter and liftgate windows	S	S	S
Color-keyed heated power outside mirrors with turn signal and blind spot warning indicators; ⁶ and folding feature	–	–	P	Rear window defogger with timer	S	S	S
Color-keyed outside door handles	S	S	S	Roof rails	O	S	S
INTERIOR				Acoustic noise-reducing front windshield	S	S	S
Air conditioning with air filter	S	–	–	Entune™ Premium JBL® Audio with Navigation ¹⁸ and App Suite ⁸ – includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen with split-screen display and integrated backup camera ⁷ display, AM/FM CD player with MP3/WMA playback capability, 11 JBL® GreenEdge™ speakers in seven locations including subwoofer and amplifier, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), Entune® App Suite ⁸ HD Radio ^{™17} HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial and Gracenote® album cover art	–	–	O
Dual zone automatic climate control with air filter	–	S	S	ECO/Sport Modes	S	S	S
Backup camera ⁷ with guidelines	S	S	S	Day/night rearview mirror	S	S	–
Entune® App Suite ⁸ – includes Bing [™] Facebook Places, iHeartRadio, MovieTickets.com, OpenTable, ⁹ Pandora ⁹ and Yelp [®] ; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune ^{®8} services is subscription-free. See toyota.com/entune for details.	–	O	S	Auto-dimming rearview mirror	–	–	S
Entune™ Audio – includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. touch-screen display with integrated backup camera ⁷ display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology)	S	–	–	Cruise control	S	S	S
Entune™ Audio Plus – includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen display with integrated backup camera ⁷ display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial, HD Radio ^{™17} HD traffic and weather in major metro areas	O	S	–	One-touch 3-blink turn signal indicator	S	S	S
Entune™ Premium Audio with Navigation ¹⁸ and App Suite ⁸ – includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen with split-screen display and integrated backup camera ⁷ display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), Entune® App Suite ⁸ HD Radio ^{™17} HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial and Gracenote® album cover art	–	O	S	Tilt/telescopic urethane steering wheel with audio, Multi-Information Display, voice recognition and Bluetooth ^{®15} hands-free phone controls	S	S	–
				Tilt/telescopic leather-trimmed steering wheel with audio, Multi-Information Display, voice recognition and Bluetooth ^{®15} hands-free phone controls	–	–	S
				Shift lever with silver accents	–	S	–
				Leather-trimmed shift lever with silver accents	–	–	S
				Fabric-trimmed 6-way adjustable driver's seat with seatback pocket; 4-way adjustable front passenger seat with seatback pocket	S	–	–
				Fabric-trimmed 6-way adjustable driver's seat with sport bolsters and seatback pocket; 4-way adjustable front passenger seat with sport bolsters and seatback pocket	–	S	–



Information Provided by:

DEALER

S = Standard O = Optional – = Not Available P = Feature is available as part of an option package.

See numbered footnotes in Disclosures section.

Features (continued)

INTERIOR (continued)

	LE	XLE	LIMITED		LE	XLE	LIMITED
SofTex®-trimmed 8-way power-adjustable driver's seat with memory function, power lumbar support, sport bolsters and seatback pocket; 4-way adjustable front passenger seat with sport bolsters and seatback pocket	—	—	S	Illuminated entry system (key illumination, interior light and front personal light)	S	S	S
Driver and front passenger heated seats	—	—	S	Digital clock	S	S	S
Fabric-trimmed 60/40 split, reclining, fold-flat second-row seat with center armrest	S	S	—	Center armrest with console storage box	S	S	—
SofTex®-trimmed 60/40 split, reclining, fold-flat second-row seat with center armrest	—	—	S	SofTex®-covered sliding center armrest with console storage box	—	—	S
Power windows with driver auto down	S	—	—	Eight cup/bottle holders	S	S	S
Power windows with driver auto up/down with jam protection	—	S	S	Door-panel storage pockets	S	S	S
Power door locks with shift-linked automatic lock/unlock feature	S	S	S	Two front 12V auxiliary power outlets	S	S	S
Cargo area tonneau cover	O	S	S	Dual sun visors with vanity mirrors	S	—	—
Remote keyless entry system	S	S	—	Dual sun visors with vanity mirrors and extenders	—	S	S
Smart Key System ¹⁹ with Push Button Start and remote power liftgate function	—	—	S	Remote fuel-filler door release lever	S	S	S

SAFETY AND CONVENIENCE

STAR ™ Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) ²⁰ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²¹ and Smart Stop Technology® (SST) ²²	S	S	S	Driver and front passenger seatbelt pretensioners with force limiters	S	S	S
Blind Spot Monitor (BSM) ²³ with Rear Cross-Traffic Alert (RCTA) ²⁴	—	—	P	Driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	S
Lane Departure Alert (LDA) ²⁵	—	—	P	Driver and front passenger seatbelt warning system	S	S	S
Auto High Beam (AHB) ²⁶	—	—	P	LATCH (Lower Anchors and Tethers for Children) includes lower anchors on outboard rear seats and tether anchors on all second-row seats	S	S	S
Tire Pressure Monitor System (TPMS) ²⁷	S	S	S	Child-protector rear door locks	S	S	S
Driver and front passenger Advanced Airbag System; driver knee airbag; front passenger seat-cushion airbag; driver and front passenger seat-mounted side airbags, and front- and second-row Roll-sensing Side Curtain Airbags (RSCA) ²⁸	S	S	S	Side-impact door beams	S	S	S
Driver and front passenger Whiplash-Injury-Lessening (WIL) ²⁹ seats	S	S	S	Collapsible steering column	S	S	S
3-point seatbelts in all seating positions with adjustable front seatbelt anchors	S	S	S	Front energy-absorbing crumple zone	S	S	S
				Engine immobilizer ³⁰	S	S	S

OPTIONS AND PACKAGES

Roof rails	O	S	S	Entune™ Premium JBL® Audio with Navigation ¹⁸ and App Suite® — includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen with split-screen display and integrated backup camera ⁷ display, AM/FM CD player with MP3/WMA playback capability, 11 JBL® GreenEdge™ speakers in seven locations including subwoofer and amplifier, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), Entune® App Suite ⁸ HD Radio, ^{TM17} HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial and Gracenote® album cover art	—	—	O
Cargo area tonneau cover	O	S	S	Entune™ Premium Audio with Navigation ¹⁶ and App Suite ⁸ — includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen with split-screen display and integrated backup camera ⁷ display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), Entune® App Suite ⁸ HD Radio, ^{TM17} HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial and Gracenote® album cover art	—	—	O
Entune™ Audio Plus — includes the Entune™ Multimedia Bundle ¹⁰ (6.1-in. high-resolution touch-screen display with integrated backup camera ⁷ display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹¹ with iPod ^{®12} connectivity and control, advanced voice recognition, ¹³ hands-free phone capability, phone book access and music streaming ¹⁴ via Bluetooth ^{®15} wireless technology), SiriusXM Radio ¹⁶ with 90-day complimentary All Access trial, HD Radio, ^{TM17} HD traffic and weather in major metro areas	O	S	—	Technology Package — Blind Spot Monitor (BSM) ²³ with Rear Cross-Traffic Alert (RCTA), ²⁴ Lane Departure Alert (LDA) ²⁵ and Auto High Beam (AHB) ²⁶	—	—	O

S = Standard O = Optional — = Not Available P = Feature is available as part of an option package.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

Information Provided by:

†Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

See numbered footnotes in Disclosures section.

| Exterior Colors



Black



Shoreline Blue Pearl



Blue Crush Metallic



Barcelona Red Metallic



Pyrite Mica



Magnetic Gray Metallic



Classic Silver Metallic



Blizzard Pearl^{31,32}



Super White³³

| Wheels



17-in. LE wheel



17-in. XLE wheel



18-in. Limited wheel

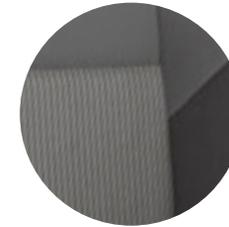
| Interior Colors

Fabric
LE



Ash

Unique Fabric
XLE



Ash

SofTex® Trim
LIMITED



Ash



Black



Black



Black



Latte



Latte



Terracotta

Information Provided by:
DEALER
E-PROCESS

See numbered footnotes in Disclosures section.

| Accessories



1



2



3



4



5

- Alloy wheel locks
- All-weather floor mats³⁴
- Ashtray cup
- Ball mount
- 2 Body side moldings
- Cargo cover
- 1 Cargo net — envelope
- Cargo net — hammock
- Cargo tote
- 3 Cargo tray
- Carpet cargo mat
- Carpet floor mats³⁴
- Door edge guards
- Doorsill appliqué
- Emergency assistance kit
- First aid kit
- Front floor lighting kit
- Mudguards
- Paint protection film³⁵ — front bumper
- Paint protection film³⁵ — hood and fenders
- Remote Engine Starter
- 4 Roof rail cross bars
- 5 Running boards
- Shift knob
- Towing hitch receiver²
- Towing wire harness²
- Vehicle Intrusion Protection (VIP) RS3200 Security System³⁶

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty. You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

See numbered footnotes in Disclosures section.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow—from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

1. Cargo and load capacity limited by weight and distribution. 2. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your *Owner's Manual*. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. Calculated with new SAE J2807 method. 3. Additional equipment required. Please discuss your towing requirements with either your Toyota dealer or a professional supplier of towing equipment before you equip your Toyota vehicle for towing. Before towing, confirm your vehicle has any necessary additional equipment (including a properly installed tow hitch). Your vehicle is designed primarily as a passenger-and-load carrying vehicle. Towing a trailer will have an adverse effect on handling, performance, braking, durability and driving economy (fuel consumption, etc.). 4. 2014 EPA-estimated mileage. Actual mileage will vary. 5. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 6. Do not rely exclusively on the blind spot mirrors. Always look over your shoulder and use your turn signal. There are limitations to the function, detection, range and clarity of the mirrors. To learn more, see your *Owner's Manual*. 7. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. 8. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 9. PANDORA®, the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 10. Entune™ is a trademark of Toyota Motor Corporation. Always drive safely, obey traffic laws and focus on the road while driving. Services vary by phone/carrier. Functionality depends on many factors. Services subject to change. For enrollment and more details, see toyota.com/entune. 11. May not be compatible with all mobile phones, MP3/WMA players and like models. 12. iPod® and iPhone® are registered trademarks of Apple Inc. All rights reserved. 13. Advanced voice recognition capabilities vary by head unit. 14. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 15. Concentrating on the road should always be your first priority while driving. Do not use the hands-free phone system if it will distract you. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 16. SiriusXM services require a subscription after 90-day trial period. **Subscriptions governed by SiriusXM Customer Agreement available at www.siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 17. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 18. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway; updates may be available at an additional cost from your dealer. See your *Navigation System Owner's Manual* for details. 19. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 20. Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 21. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 22. Smart Stop Technology® operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology® is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. 23. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are several limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the *Owner's Manual*. 24. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. To learn more, see your *Owner's Manual*. 25. Lane Departure Alert is designed to read the lane markers under certain conditions, and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors. See *Owner's Manual* for more information. 26. The automatic high beam system operates at speeds above 21 mph. Situations such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn off. See *Owner's Manual* for details. 27. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. 28. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 29. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 30. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.alo.org. 31. Extra-cost color. 32. Available on Limited models only. 33. Not available on Limited models. 34. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 35. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. 36. Available for vehicles with factory remote keyless entry.

Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all option packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order.

Toyota RAV4 is designed to meet most off-road driving requirements. Abusive use may result in bodily harm or damage. Toyota encourages responsible operation to protect you, your vehicle and the environment. Seatbelts should be worn at all times. Please do not allow passengers to ride in the cargo area. Towing hitch receivers/ball mount kits are not intended to provide crash protection.

For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331

