

2014 Toyota RAV4 Offers Entune® Audio and Advanced Safety Systems

TORRANCE, Calif., Sept. 13, 2013 - Toyota's fourth-generation RAV4, introduced for the 2013 model year, debuts a new Entune® Audio lineup for 2014. The RAV4 Limited grade model offers a new Technology Package option that includes Blind Spot Monitor with Rear Cross Traffic Alert, Lane Departure Alert and Auto High Beam.

In line with other 2014 Toyota models, the RAV4 offers four levels of Entune Audio, with the top two levels integrating the Entune App Suite.

The RAV4 is carefully tailored to the needs of the compact crossover SUV market it launched more than 15 years ago. The latest model combines a fuel-efficient four-cylinder engine, a standard six-speed automatic transmission, two-row seating for five and exceptional in-cabin technologies. Available in three trim levels -- LE, XLE and Limited -- the fourth-generation RAV4 offers balanced performance and capability, including higher fuel efficiency, along with increased cargo capacity, striking design, and a compelling array of standard features.

Design: Dynamic Exterior, Sleek Roofline, Bold Character Lines

The RAV4 design shows strong, dynamic proportions while conveying an agile, fun character. Its low hood, sculpted fenders and arcing roofline define an athletic presence. The interior has a premium look with soft-touch accents and driver-centric controls.

For greater convenience, the new-generation RAV4 features a more conventional roof-hinged liftgate with a space-saver spare tire stored under the cargo floor. The Limited grade comes standard with a one-touch power liftgate with driver-selectable memory height settings.

As on other recently introduced Toyotas, RAV4 shows special attention to aerodynamics, the most obvious detail being small vortex generators molded into the taillight cases and near the base of the A-pillars. Aerodynamic undertrays beneath the passenger cabin help smooth and control airflow. RAV4's rear spoiler visually extends the arc of the roofline, enhances aerodynamics and incorporates a brilliant LED center brake light.

Halogen headlights with projector low beams give RAV4 a modern look, and provide excellent illumination in an energy-efficient package. RAV4 high beams, with brightness reduced, serve as Daytime Running Lights (DRL) that can be turned off. RAV4 XLE and Limited feature standard fog lamps.

The RAV4's body structure uses high-strength steel to provide a robust and stiff yet light platform that enhances steering and handling precision. Several grades of high-strength steel form key structural components in the roof, rocker sills, floor, engine compartment and doorframes. A strut tower bar links the top of the suspension strut towers to the main bulkhead at the rear of the engine, helping to increase torsional rigidity.

Spacious Interior Design, Premium Materials, Excellent Cargo Volume

The new-generation RAV4 offers a versatile seating arrangement, vast cargo space, and a quiet interior with high levels of standard equipment. The asymmetrical, driver-centric dash panel puts primary and secondary controls within easy reach. The dash panel and gauges feature Clear Blue Illumination, which provides crisp visibility in most ambient light conditions, and a unified, coherent appearance at night. On the passenger side, the scalloped dash panel adds to the sense of

spaciousness.

The RAV4 LE and XLE driver's seat is six-way adjustable, including seat height. RAV4 comes standard with a manual tilt/telescope steering column, with a leather-trimmed wheel for the Limited grade. All RAV4 models have steering wheel controls for audio, Bluetooth[®] hands-free phone and audio, and the Multi-Information Display. RAV4 XLE and Limited models also offer advanced voice recognition control.

The front seats feature a slim seat back, enhancing rear-passenger knee room. The RAV4 XLE features premium front seats with sport bolstering that provides enhanced lateral support during cornering. The XLE uses premium fabric with French stitching on the seats and portions of the dash panels.

The Limited comes equipped with driver and front-passenger seat bottom and seat back heaters with two temperature settings. Limited adds an eight-way power driver's seat adjustment with memory and lumbar support. All RAV4 Limited seats are trimmed in high-quality, breathable SofTex with French stitching. SofTex also covers the center armrest, and portions of the door and dash panels.

The 60/40 split/fold second-row seats recline several degrees to enhance passenger comfort, and retractable rear seat head restraints help with rear visibility. Compared to the previous-generation RAV4, the new model's cargo area is deeper, larger and easier to access, with 38.4 cu. ft. of cargo capacity behind the rear seats. With the rear seats folded, RAV4 offers excellent maximum cargo capacity of 73.4 cu. ft.

Privacy glass, cruise control, power side mirrors, power door locks and power windows are standard on all RAV4 models. The XLE and Limited feature dual-zone automatic climate control, integrated fog lights, power moonroof with sliding sunshade, and heated outside mirrors with turn signal indicators.

The standard Multi-Information Display (MID) is controlled through buttons on the right-hand spoke of the steering wheel. The MID provides an array of information including distance to empty, average fuel economy, instant fuel economy, selected gear, as well as warnings including low fuel, battery, tire pressure monitoring system and more.

Six-Speed AT, Dynamic Torque Control AWD, Sport and ECO Modes

All 2014 RAV4 models are powered by a 2.5-liter direct-injection four-cylinder engine coupled to a standard six-speed automatic transmission, with fifth and sixth gear ratios being overdrives. The engine produces 176 SAE net horsepower at 6,000 rpm and 172 lb.-ft. of torque at 4,100 rpm and runs on regular grade gasoline. With front-wheel drive, the EPA-estimated fuel economy ratings of 24 mpg in the city and 31 mpg on the highway, while all-wheel-drive models are EPA-estimated at 22/29 mpg.

RAV4's flex lock-up control torque converter helps increase fuel efficiency while also smoothing powertrain performance. Lock-up can engage at speeds as low as approximately 12 mph, a marked difference from the previous generation's approximately 25 mph engagement speed. A driver-selectable Eco mode also promotes efficient driving to help maximize mpg.

Sport Mode sharpens shift timing, throttle response, and steering response. When downshifting the RAV4 six-speed automatic transmission in "S" Mode, engine revs rise with a clearly audible "blip,"

adding character to the driving experience.

Advanced Dynamic Torque Control All-Wheel Drive

The new-generation RAV4 debuted a sophisticated new Dynamic Torque Control All-Wheel Drive system, which coordinates through a high-speed interactive management system with Vehicle Stability Control (VSC) and Electric Power Steering (EPS) systems to enhance performance, handling and safety.

Dynamic Torque Control AWD continuously monitors and controls the torque transfer between the front and rear wheels via an electromagnetically controlled coupling positioned in front of the rear differential. Front to rear torque distribution can vary from 100:0 to 50:50, with front-wheel drive (100:0) automatically engaged under normal driving conditions helps enhance fuel economy.

The Dynamic Torque Control AWD system processes information from speed, steering angle, throttle angle and yaw rate sensors to automatically govern the transfer of torque to the rear wheels, as required. In Auto mode, torque transfer to the rear wheels will take place not only when the slip is detected, but also when the system detects steering input and cornering forces. As a result, the overall agility and driving performance of the new RAV4 is enhanced during both on- and off-road driving.

When Sport mode is selected, torque transfer to the rear wheels will start from the moment the steering wheel is turned, switching to a 90:10 front/rear torque distribution to reduce the load on the front tires. If understeer develops, torque transfer to the rear wheels is automatically increased by up to 50 percent, further reducing front tire loading to provide enhanced lateral grip.

For off-pavement driving and certain other driving conditions, pushing an AWD Lock button locks torque distribution in a fixed 50:50 ratio at speeds up to about 25 mph. Above this speed, the system automatically reverts to Auto mode.

Front-drive RAV4 models feature an Automatic Limited Slip Differential (Auto LSD), essentially a second layer of computer logic in the Traction Control system that the driver can engage in certain low-speed situations, up to approximately 25 mph. Through pulsed application of the individual front brakes, Auto LSD helps direct power across the front axle, simulating the function of a limited-slip differential. Unlike Traction Control, Auto LSD allows a measure of controlled drive-wheel slip to help the vehicle to “dig” out of difficult conditions, such as a sandy patch on an unpaved road, or a driveway covered with snow.

The RAV4 uses MacPherson strut front suspension and a double-wishbone rear suspension system. Rack-and-pinion steering with vehicle-speed-sensitive Electric Power Steering (EPS) is tuned for a precision feel and quick response. In Sport Mode, steering has a firmer feel and sharper response to steering input.

The RAV4 LE features standard 17-inch steel wheels with wide vent wheel covers and P225/65R17 all-season tires. The RAV4 XLE upgrades to alloy wheels in the same size, and the RAV4 Limited is fitted with machine-finished 18-in. alloy wheels with P235/55R18 all-season tires.

Eight Standard Airbags; STAR Safety; and New Technology Package

The Toyota RAV4 combines the “active safety” of agile handling and four-wheel disc brakes with a

range of safety technologies. All 2014 RAV4 models come equipped with eight standard airbags: dual stage advanced driver and front passenger airbags, front seat-mounted airbags, first and second row side curtain airbags, driver knee airbag and front passenger seat cushion airbag. Whiplash Injury Lessening (WIL) front seats are designed to help support the driver's and front passenger's heads during certain types of rear-end collisions.

Like every Toyota, RAV4 has the Star Safety System as standard equipment and includes: Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Enhanced Vehicle Stability Control (VSC), Brake Assist (BA), an Anti-lock Braking System (ABS), and Smart Stop Technology (SST).

The RAV4 body structure is designed to help absorb collision-impact forces and minimize impact deformation to the passenger cabin. High-strength steel is used in the roof, rocker sills, floor, engine compartment and door frames to help manage overall body deformation in the event of certain side collisions.

A new Technology Package is offered on RAV4 Limited and includes a Blind Spot Monitor with Rear Cross Traffic Alert, Lane Departure Alert and Auto High Beam. All three systems can be turned on or off with a switch on the dashboard or a twist of the head light stalk.

The Blind Spot Monitor operates when the RAV4 is traveling at approximately 10 mph or above. When the system detects a vehicle in the adjacent lane, it alerts the driver using indicators on the side mirrors. If the turn signal is on when there is a vehicle in the blind spot of the driver's intended lane, the indicator on the corresponding mirror will also flash.

The Blind Spot Monitor incorporates Rear Cross Traffic Alert (RCTA), which uses the Blind Spot Monitor radar sensors at the lower rear bodywork of the vehicle. When backing up, RCTA senses vehicles approaching from either direction and provides an audible warning combined with flashing indicators in the outside mirrors.

While driving 32 mph or more on a road that has lane markers, Lane Departure Alert recognizes the lane markers using a camera as a sensor to alert the driver when the vehicle deviates from its lane. If the system judges that the vehicle may deviate from its lane, it alerts the driver with an audible beeping sound and an indicator light that flashes on the instrument panel.

The Auto High Beam system uses an in-vehicle camera sensor to assess the brightness of street lights and/or the environment and the lights of oncoming and preceding vehicles to automatically turn the high beams on or off as necessary. The high beams will go on when the vehicle speed is above approximately 21 mph and turn off when the speed drops below 17 mph.

Standard Back-Up Camera and Entune with 6.1-in. Touchscreen

The RAV4 LE models come standard with Entune Audio, featuring a 6.1-in. touchscreen, AM/FM/CD, Bluetooth® hands-free phone connectivity and audio streaming, iPod® connectivity and control, USB 2.0, AUX mini-jack, and six speakers. The Entune touchscreen, which serves as the display for the standard backup camera, allows the driver and front passenger to operate the audio system and display HVAC settings, engage available navigation and access the Entune system.

Standard on XLE and optional on LE, Entune Audio Plus adds HD Radio with iTunes® tagging plus HD Traffic and Weather (metro areas only).

The RAV4 Limited steps up to standard Entune Premium Audio, adding Navigation and the Entune App Suite. This level of Entune leverages the user's mobile smartphone to provide a richer

in-vehicle experience with fully integrated access to navigation, entertainment and information services. Engaging mobile apps include Bing™, iHeartRadio, MovieTickets.com, OpenTable®, Yelp, Facebook Places and Pandora®, plus real-time traffic, weather, fuel prices, sports and stocks. Access to Entune services is complimentary for three years. Customers can download available Entune updates.

Entune Premium Audio is optional for the XLE. The Limited can be upgraded to the Entune system with JBL Audio, featuring 11 efficient GreenEdge speakers, including a subwoofer, and an 8-channel, 576-Watt (max) amplifier. The amplifier and Green Edge speakers reduce electrical draw on the vehicle compared to other systems of comparable output. Entune Audio Plus and Entune Premium Audio systems include SiriusXM Radio, with a complementary 90-day trial subscription.

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 corrosion with no mileage limitation.

The 2014 RAV4 also comes standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

###

NOTE TO EDITORS: High-resolution images and B-roll are available for editorial-use only at www.toyotanewsroom.com.