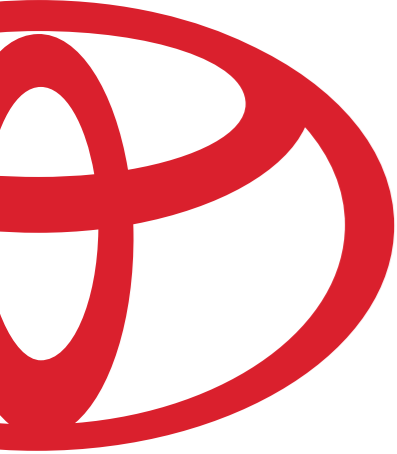




STYLE. FREEDOM. UTILITY HAS NEVER LOOKED SO GOOD.

rav4 03



THE THINGS WE CARE ABOUT.

No matter which Toyota you choose, you can be sure of two things. It will deliver the utmost in Quality, Durability and Reliability, the foundation of Toyota's reputation for excellence. And it will perform with maximum respect for the environment. You see, when we build your Toyota, we strive not only to meet your expectations, but to exceed them. Our objective is to make your driving experience better, easier, safer, more convenient, more fun and more environmentally friendly than ever before.

OUR COUNTRY. OUR WORLD.

Fuel Efficiency, Low Emissions and Recyclability. These are cornerstones of Toyota's global vision, and we are constantly looking for ways to improve. All of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)* designation. Prius combines gasoline and electric power plants to redefine standards in fuel economy and energy efficiency. Toyota is developing and implementing engineering technologies using materials and processes which will contribute to a vehicle recovery rate of at least 95% by 2015. However, our concern for the environment does not stop with our vehicles. Toyota Canada Inc. shares the environmental commitment demonstrated by all the Toyota production facilities and like them our Head Office has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program". Worldwide, the results of our commitment to the Toyota Earth Charter can be seen in every facet of our business. All in all, it's more than you might expect from an automobile manufacturer, but at Toyota it's the least we expect from ourselves!

For more details visit www.toyota.ca *California Air Resources Board (CARB).



ALTOGETHER IRRESISTIBLE

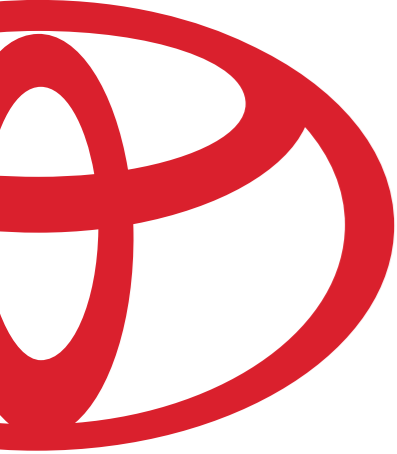
The 2003 RAV4 cuts a dynamic, powerful silhouette that's distinct from other SUVs. Take a look at its aggressive stance and front end, its sleek and sculpted profile. From the dramatic jeweled headlamps to the rear roof kick-up, RAV4's cutting edge appearance can't be mistaken for anything else. Stylish, sporty and altogether irresistible. Its look says it all: Toyota's RAV4 is the genuine article, with no compromises. Its enduring style can only be complemented by RAV4's ability to exceed your expectations. So let your spirit run free.

RAV4

The 2003 RAV4 is equipped with a powerful, torque-filled 2.0 Litre, 4-cylinder, DOHC, 16-valve engine featuring Variable Valve Timing with intelligence (VVT-i) that delivers on-demand acceleration.



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Above: Bird's eye view of the centre console.



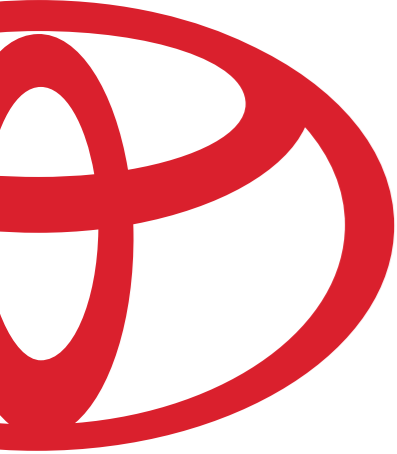
Above top: RAV4's spacious interior with available grey leather shown with optional equipment.
Above below: Detail of the RAV4 centre console and cockpit with its white faced gauges and amber illumination.

SPORT – UTILITY

What good is the utility without the sport? The 2003 RAV4 has both. That's why it's so easy to handle and such a kick to drive. The intelligent console puts controls just a touch away. White faced gauges with amber illumination are easy on the eyes (and look very cool). Add in a dynamic audio system, available air conditioning and a whole host of other great stuff, and the only argument will be over who gets to drive.

Preceding page: RAV4 shown in Titanium Silver.

rav4 03



SAFETY AND ENGINEERING

This much versatility has never looked so good. Stylish inside as well as out, RAV4 also sports a multiplicity of talents, the ideal companion for a busy person on the move. RAV4 has plenty of room for people and cargo alike.

Its rear seats can easily be adjusted to several positions – they can slide, recline, fold, tumble or be removed completely.

There are numerous compartments, hooks, bins, pockets – and, of course, cup holders for your convenience. Clearly,



RAV4 is a vehicle that understands and responds to life as we live it today. If you want serious pleasure, the 2003 RAV4 is a grown-up fun machine driven by a powerful VVT-i engine for smooth performance and ground-gripping torque. RAV4's full-time 4WD will take you to your favourite out-of-the-way spots. Its body is engineered for high rigidity and energy absorption.

And, while fun is fun, safety is also our business. Note the list of safety features below.

RAV4 SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- 3-point seatbelts in all positions.
- Driver and front passenger seatbelt pretensioners with force limiters.
- Optional 4-wheel ABS (Antilock Braking System) with Electronic Brake force Distribution (EBD).
- Front ventilated disc/rear drum brakes.
- Side-impact door beams.
- Child protector rear door locks.
- Full-time 4-wheel drive.
- Rear centre highmount stoplamp.



Above top: RAV4 in Spectra Blue Mica shown with optional equipment.
Above left: Sculpted door inserts and handy pockets.
Above centre: Advanced Variable Valve Timing with intelligence (VVT-i) engine.



Above top: RAV4's rear seats tumbled forward for extra space or cargo shown with optional equipment.
Above left: Standard versatile tonneau cover with split retractable blind.
Above right: Standard 3-point seatbelts with rear seats.

TOYOTA RAV4 ACCESSORIES 2003

From that first drive home in your new RAV4 until the day you part with it, we want your entire ownership experience to be enjoyable and satisfying. That's why at every Toyota Dealership you'll find answers to your questions, help with selecting Genuine Toyota Parts and Accessories, and quality service to keep your RAV4 in top shape. The location of your nearest Toyota Dealer can be found on our website at www.toyota.ca or by calling 1-888-TOYOTA-8.

ADDITIONAL ACCESSORIES NOT SHOWN:

- Air conditioning
- All-weather floor mats
- Audio components
- Block heater
- Cargo mat
- Cargo net
- Dash accent kit
- Hood deflector
- Interior bike rack
- Licence plate cover
- Moonroof wind deflector
- Rear spoiler
- Side step tube bars
- Side vent visors
- Soft spare tire cover
- Towing hitch



Above: Choose a Toyota CARGO LINER to protect your new RAV4 from wear and tear.
Left: Protect your investment with a genuine Toyota SECURITY SYSTEM.



rav4 03

RAV4 FEATURES 2003

RAV4	4-DR 4WD
INTERIOR:	
• Tachometer	●
• Dual Trip Odometer & Water Temperature Gauge	●
• Metallic Instrument Panel Accents	●
• White Combination Meters with Metallic Coloured Rings	●
• Driver & Front Passenger Seat Adjustments, Recline, Headrest-Vertical	●
• Driver Seat Adjustments, Cushion Height	●
• Driver & Front Passenger Bucket Seats	●
• Rear Seat Adjustments, Headrest-Vertical, Fold-Down Seat Back, Slide, Recline, Tumble Forward, Removable	●
• 50/50 Split Rear Seat	●
• Fabric Door Trim	●
• Full Fabric Seat Material with Fabric Headliner	●
• Metallic Coloured Door Grips with Dimple Finish	●
• Illuminated Entry	●
• Cargo Area Lamp	●
• Front Map Lamps	●
• Locking Glove Box	●
• Carpeting	●
• Carpet Mats	●
• Driver Footrest	●
• AM/FM CD, 4-Speakers	●
• Tilt Steering Wheel	●
CONVENIENCE:	
• Digital Clock	●
• Centre Console Box	●
• Front & Rear Cup Holders	●
• Driver's Coin Case Compartment	●
• Overhead Console with Sunglass Storage	●
• Back Door Cargo Net Pocket	●
• Coat Hook	●
• Grocery Bag Hooks	●
• Front & Rear Door Map Pockets	●
• Cargo Area Side Storage Compartments	●
• Under Cargo Area Storage Compartment	●
• Tonneau Cover	●

● - Standard ○ - Optional ☒ - Standard Package for RAV4 Base

*See Airbag Notice

Information correct at time of printing. Subject to change without notice.

RAV4	4-DR 4WD
SAFETY:	
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	●
• Whiplash Injury Lessening Seats (WIL)	●
• Front Seatbelt Pretensioners/Force Limiters	●
• Adjustable 'B' Pillar Shoulder Belt Anchors	●
• Anchor Points for Child Restraint Seats, Child Protector Rear Door Locks	●
• Five, 3-Point Lap & Shoulder Belts	●
• Assist Grips	●
• Remote Fuel Lid Release	●
• Door Ajar, "Headlamps On", Low Fuel & Washer Fluid Warnings	●
EXTERIOR:	
• Fuel Cap Hanger	●
• Unique Bodyside Moulding	●
• Aero Style Halogen Headlamps	●
• Side Window Defoggers	●
• Electric Rear Window Defroster with Timer	●
• Intermittent Wipers	●
• Rear Window Wiper/Washer	●
• Styled Steel Wheels	●
• Dual Foldable Mirrors	●
Packages:	
BASE PACKAGE:	
• Colour-Coordinated Bumpers, Bodyside Mouldings, Power Windows, Retained Accessory Power, Power Door Locks, Power Tailgate Lock, Colour-Keyed Power Heated Mirrors, Hood Scoop, Unique Front Grille, Black Tinted Headlamp Surround, Soft Tire Cover, Front & Rear Splash Guards	☒
PACKAGE "B":	
• Colour-Keyed Bumpers, Bodyside Mouldings, Roof Rack, Soft Tire Cover, Retained Accessory Power, Power Door Locks, Power Tailgate Lock, Power Mirrors, Power Windows, Keyless Entry System, Air Conditioning, Cruise Control, Front & Rear Splash Guards	○
"CHILI" SPECIAL EDITION	
• Package "B", plus 16" Aluminum Alloy Wheels, Wheel Locks, Hood Scoop, Sport Style Front Grille, Black Tinted Headlamp Surround, Colour-Keyed Heated Mirrors, Panasonic 180 Watt Audio, AM/FM/CD MP3 Player, Title Display, Removable Face Plate, Audio Remote Control, "Chili" Exterior Decals, "Chili" Floor Mats	○

RAV4	4-DR 4WD
Packages: continued:	
PACKAGE "C":	
• Package "B", plus ABS (Antilock Braking System) with EBD (Electronic Brake force Distribution), Alloy Wheels with 235/60R16 Tires, Wheel Locks, Styled Splash Guards, Colour-Keyed Fender Flares & Door Handles, Privacy Glass, Fog Lamps, Colour-Keyed Heated Power Mirrors, Hard Spare Tire Cover	○
PACKAGE "D" (LIMITED):	
• Package "C", plus Leather Seat Surfaces, Synthetic Leather Door Trim, Leather Wrapped Steering Wheel, Leather Shift Knob, Power Moonroof, AM/FM Cassette CD, Title Display, 6-Speakers, Rear Spoiler, Engine Immobilizer, Anti Theft System	○
Additional Accessories:	
• Air Conditioning	○
• All-Weather Floor Mats	○
• Audio Components	○
• Block Heater	○
• Cargo Liner, Cargo Mat, Cargo Net	○
• Dash Accent Kit	○
• Hood Deflector, Moonroof Wind Deflector	○
• Interior Bike Rack	○
• Licence Plate Cover, Soft Spare Tire Cover	○
• Rear Spoiler	○
• Security System	○
• Side Step Tube Bars	○
• Side Vent Visors	○
• Towing Hitch	○

RAV4 SPECIFICATIONS 2003

RAV4	4-DR 4WD
MECHANICAL	
Engine 1AZ-FE	• 2.0 litre (1998cc), 4-Cylinder, DOHC, 16-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, LEV ¹
Compression Ratio	• 9.8:1
Horsepower (kW)	• 148 (110) @ 6000 rpm
Torque (N.m.)	• 142 (192) lb. ft. @ 4000 rpm
Suspension	• Front: Gas Filled MacPherson Struts & Stabilizer Bar • Rear: Independent, Double Wishbone, Coil Springs, Trailing Arms
Drivetrain	• Front Engine/Full-Time 4WD
Transmission	• 5-Speed Overdrive Manual • 4-Speed Electronically Controlled Overdrive Automatic with Lock-Up Torque Converter & Overdrive Cancel Switch
Brakes	• Power-Assisted Front Ventilated Discs/Rear Drums • 4-Wheel ABS (Antilock Braking System) with Electronic Brake Force Distribution (EBD)
Steering	• Rack & Pinion with Variable Power Assist
Tires	• All-Season Radials P215/70R16, Full-Size Spare • All-Season Radials P235/60R16, Full-Size Spare
DIMENSIONS	
Length	4195 (165.2)
Width	1735 (68.3)
Height (Unloaded)	1680 (66.1)
Wheelbase	2490 (98)
Tread	Front: 1505 (61.9) Rear: 1495 (58.9)
Seating Capacity	5
Ground Clearance	170 (6.8)
Headroom	Front: 1049 (41.3) Rear: 974 (38.3)
Legroom	Front: 1076 (42.4) Rear: 827 (32.6)
Shoulder Room	Front: 1375 (54.1) Rear: 1364 (53.7)

● - Standard ○ - Optional ¹Meets U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Low Emission Vehicle (LEV) standards.

**These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication — EnerGuide Fuel Consumption Guide.

Information correct at time of printing. Subject to change without notice.

RAV4	4-DR 4WD
GROSS VEHICLE WEIGHT	<i>kg (lbs.)</i> 1810 (3991)
CURB WEIGHT	<i>kg (lbs.)</i> 1305 (2877)
TOWING CAPACITY	<i>kg (lbs.)</i> 680 (1500)
CARGO CAPACITY	<i>m³ (cu. ft.)</i> Behind Front Seat 1.909 (67.4) Behind Rear Seat 0.678 (23.9)
FUEL CAPACITY	<i>litres (gal.)</i> 56 (12.3)
FUEL CONSUMPTION RATING**	<i>L / 100 km mpg</i>
City/Highway	
5-Speed Manual	10.7/8.1 26/35
4-Speed Automatic	10.6/8.2 27/34

TAKE NOTE:

***Airbag Notice:** The 2003 RAV4 features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a front-end collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system.

Seatbelts must be worn at all times by all occupants.

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website www.toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

RAV4 COLOURS:



056 Natural White/
Dark Grey^{4/5} Interior



064 Ice Pearl/
Grey^{1/5/6} Interior



1C6 Graphite Grey Pearl/
Dark Grey^{3/5} Interior



1D4 Titanium Silver/
Grey^{2/5/6} Interior



202 Black/
Grey^{2/5/6} or Dark Grey^{4/5} Interior



6S3 Rainforest/
Grey^{2/5/6} Interior



8M6 Spectra Blue Mica/
Grey^{2/5/6} Interior

¹ Only available with "C" & "Limited"

² Only available with "B", "C" & "Limited"

³ Only available with Base Vehicle

⁴ Only available with Base, & "Chili" Special Edition

⁵ Fabric Interior

⁶ Optional Leather Interior on "Limited"

VEHICLE COVERAGE *New Vehicle Warranty Summary* *No Deductibles – No Transfer Fees*

Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

Major Emission Control Components -

8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

Corrosion Perforation - 5 years unlimited distance

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



With Extra Care Protection, your new Toyota has inflation protected coverage from mechanical failures, to road emergencies, and much more. It is the affordable and cost effective way to guarantee your peace of mind and to protect your investment whether you buy or lease. ECP is not a warranty... it's much more! It can provide you and your new Toyota with coverage such as Towing, Emergency Road Service, Rental Assistance, Tire Road Hazard Protection and also includes the 3 first factory recommended lubrication intervals. ECP Plans can cover you on up to 17 major mechanical component groups after the manufacturer's warranty expires. Please consult your Toyota Dealer for further details on this very valuable and affordable option.



TOYOTA EXPERIENCE *The part you can't replace* making the experience of owning a Toyota both satisfying and rewarding. The satisfaction comes from knowing that highly skilled, Toyota-trained technicians using Toyota Genuine Parts are maintaining your vehicle at truly fair and competitive prices. The reward comes in the form of years of trouble-free driving in a vehicle that will hold its value remarkably well.

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TOYOTA GRADUATE PROGRAM
This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.

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- Check out our competitive rates on-line. *You won't be disappointed!*

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SIENNA



TACOMA



TUNDRA



RAV4



4RUNNER



HIGHLANDER



SEQUOIA

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