

RAV4 08



moving forward

UNEXPECTED. BUT SOMEHOW, EXACTLY WHAT YOU
WERE LOOKING FOR. MANEUVERABLE AND QUICK,
YET FRUGAL AT THE GAS PUMP. LIFE DOESN'T HAVE
A CHALLENGE THAT IT CAN'T HANDLE IN SPACIOUS
STYLE. THE 2008 RAV4. MOVING FORWARD.



Limited V6 shown in Classic Silver Metallic with available moonroof.



No matter which you choose – Limited, Sport or Base – this is the SUV that brings it all together in one place, with an ingenious layout that can be configured for five or seven passengers.¹ Or fill all 73 cubic feet² with the gear that gets you going. Two powerful, fuel-efficient engines are there for the taking, and it's all wrapped up in a defined design. What can't you do with a 2008 Toyota RAV4? We're still working on that one.

RAV4 LIMITED

It's so next year. Let's start with the available Bluetooth^{®1,2} wireless technology and JBL[®] AM/FM 6-disc in-dash CD changer with satellite radio capability^{2,3} that lets you tune your tunes from the steering wheel-mounted audio controls.² The available dual zone automatic climate control⁴ with air filtration helps remove dust and pollen, and the available rear-seat DVD entertainment system⁵ has two wireless headphones.⁶ Sure, some amenities are positively old school, like an available leather-wrapped steering wheel and shift knob and available 8-way power driver's leather-trimmed seat.^{7,8} But you might say we checked with the future – and then checked all the boxes.



Limited V6 4WD interior shown in Ash with available leather-trimmed seats, accessory floor mats, JBL[®] AM/FM 6-disc in-dash CD changer with satellite radio capability^{2,3} MP3/WMA playback capability, hands-free phone capability via Bluetooth^{®1,2} and nine speakers.

AVAILABLE REAR-SEAT DVD ENTERTAINMENT SYSTEM^{5,6}
RAV4 is an entertainment center on wheels. An available DVD entertainment system lets those seated in the second row or available 50/50 Split & Stow 3rd Row[™] seats view DVD movies on the large, flip-down LCD screen.





1. See footnote 10 in Combinations section. 2. Available on Sport and Limited. 3. See footnote 9 in Combinations section. 4. Standard on Limited. Not available on Base or Sport. 5. Available on Limited V6. 6. See footnotes 11 and 12 in Combinations section. 7. Available on Limited. 8. Not available with 50/50 Split & Stow 3rd Row™ seats.



Sport V6 shown in Barcelona Red Metallic.

RAV4 Sport V6 isn't a poser in a track suit; it's a sprinter ready for the starting blocks. With its available 269-hp Dual VVT-i V6, RAV4 hardly breaks a sweat clocking a 0-60 time of 6.3 seconds!¹ Sure, you get color-keyed fender flares, fog lamps,² black roof rails and cross bars,³ 18-in. 5-spoke alloy wheels⁴ and smoked chrome sport-trim headlamps to match the muscular horsepower. But underneath, the sport-tuned suspension system features springs and shocks specially tuned to feed back a more taut, responsive feel of the road. Yeah, you can wear it to the mall. But it's ready for the stoplight.

1. Car and Driver, January 2006. Do not attempt. 2. Standard on Sport and Limited. Not available on Base. 3. Standard on Sport and Limited, available on Base. 4. See footnote 7 in Combinations section. 5. See footnote 9 in Combinations section.



JBL® AUDIO

An available JBL® audio system lets you call the tune: play CDs in the 6-disc in-dash changer, plug into MP3/WMA playback capability or dial in AM/FM radio. It's even got satellite radio capability^{5,6} and Bluetooth^{®6,7} wireless technology.



Sport interior shown in Dark Charcoal with available accessory floor mats, JBL® AM/FM 6-disc in-dash CD changer with satellite radio capability,^{5,6} MP3/WMA playback capability, hands-free phone capability via Bluetooth^{®6,7} wireless technology and nine speakers including subwoofer.

DRIVE SOMETHING ELSE AND BLEND RIGHT IN.

RAV4 Sport comes with its own unique fabric interior in Dark Charcoal. But what good is style if it's not comfortable? So every RAV4 comes with a height-adjustable seat to get you exactly where you need to be. Once you're settled in, music is at your fingertips via the available steering wheel-mounted audio controls and standard auxiliary audio jack. And you can keep your hands on the wheel with available Bluetooth^{®6,7} wireless technology.

6. Available on Sport and Limited. 7. See footnote 10 in Combinations section.

When you're in the middle of a really good MP3 playlist, who wants to stop for gas? RAV4 Base provides a road-trip-ready 27 estimated miles per gallon highway¹ with its 166-hp 2.4-liter 4-cylinder VVT-i engine. RAV4 Base comes standard with 60/40 split, reclining, fold-flat second-row seats with slide-forward capability, an AM/FM CD player and six speakers, remote keyless entry system and tilt/telescopic steering wheel. Doesn't sound like a base model, does it? And there's still more that's standard on RAV4 Base: air conditioning with air filtration, amber-illuminated tri-dial Optitron gauges, cruise control, 16-in. steel wheels,² 10 cup/bottle holders and, of course, an auxiliary audio jack for that MP3 player of yours.



1. See footnote 25 in Combinations section. 2WD models. 2. Standard on 4-cylinder models, not available with 50/50 Split & Stow 3rd Row™ seats. 3. See footnote 20 in Combinations section.



EASY ON THE EYES, INSIDE AND OUT

Standard height adjustment on the 6-way adjustable driver's seat helps provide a more complete view of the road. And to help reduce eye fatigue, amber-illuminated tri-dial Optitron gauges are standard along with twin tripmeters, an outside temperature gauge and Direct Tire Pressure Monitor System (TPMS).³



Base shown in Pacific Blue Metallic with available roof rails and cross bars.

RAV4 BASE

Travel to another time zone. Like the third row. Alright, that's a reach. But reaching is one thing you don't have to do with RAV4's versatile, easy-to-use seating. With just a pull of the cargo area one-touch levers, the second row folds flat to form a surface ideal for loading up gear. And with its available 50/50 Split & Stow 3rd Row™ seats,^{1,2} either half of the third row can disappear into the floor – or, keep both of them up and RAV4 is a 7-passenger SUV. A covered storage compartment hides your valuables under the rear deck,³ and there's an available tonneau cover with cargo net and support poles.^{3,4} In other words, you can take it with you when you leave it all behind.



Limited interior shown in Ash with available 50/50 Split & Stow 3rd Row™ seats.^{1,2}



ONE-TOUCH SECOND ROW

They split, recline and slide back and forth for passenger comfort. And, to make life easier when loading from the back hatch, each half folds flat with a pull of the cargo area one-touch levers.

SPACE TRAVEL

With just a pull on each of the cargo area one-touch levers, the second-row seatbacks fold flat and open up all 73 cubic feet of RAV4's storage capacity.¹



FORM AND FUNCTION HAVE ARRIVED TOGETHER

An available tonneau cover with cargo net and support poles² makes it easy to keep sports equipment securely placed in RAV4's spacious rear cargo area.¹





MP3-COMPATIBLE

An auxiliary audio jack for MP3 devices is found inside the front center console. So no matter where you take your RAV4, your tunes can always travel with you.



(MP3 accessory not included.)

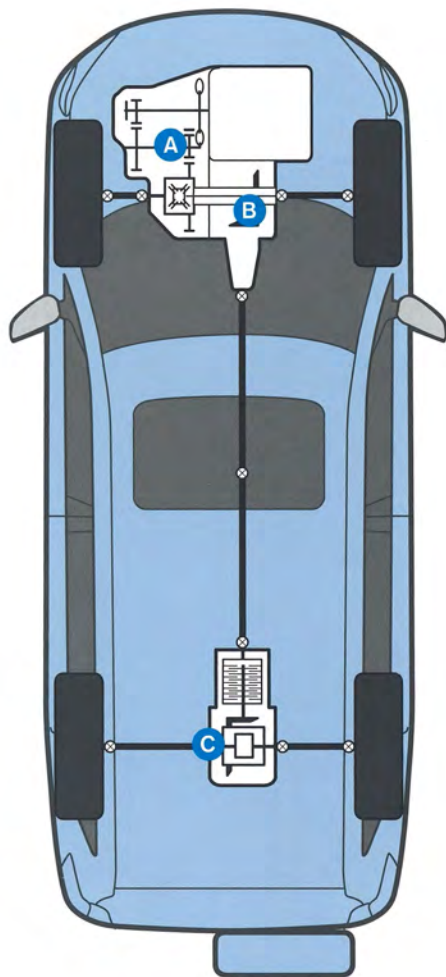


CO-ENABLING OVERPACKERS EVERYWHERE

Need even more room to stow things? An available under-floor storage compartment² lets you stash your valuable items safely out of sight.

1. See footnote 24 in Combinations section. 2. Not available with 50/50 Split & Stow 3rd Row™ seats.

What's so great about point A and point B, anyway? You want a straight line, take an airplane. With RAV4, you've got the muscle and technology to take you, several friends and their gear in all kinds of directions. Its available Electronic On-Demand 4-wheel drive (4WD) enhances traction from either the 166-hp 2.4-liter 4-cylinder VVT-i engine or available 269-hp 3.5-liter Dual VVT-i V6. Then things get really interesting as the available Hill Start Assist Control (HAC)¹ and Downhill Assist Control (DAC)¹ help keep you in control. And a MacPherson strut front suspension combines with a double-wishbone coil-spring rear to help create a balance of ride comfort and handling control. So next time, take a RAV4. And get outside the lines.

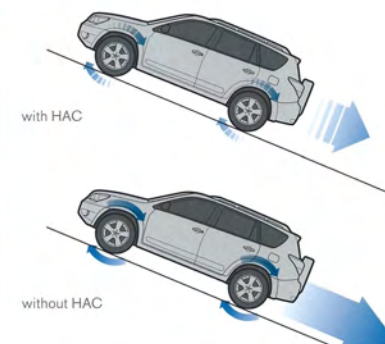


ELECTRONIC ON-DEMAND 4-WHEEL DRIVE (4WD)²

Electronic On-Demand 4WD **A** controls the distribution of torque between the front and rear wheels, allowing the vehicle to switch seamlessly from front-wheel drive **B** to 4WD mode. **C** The result is enhanced traction, control and fuel economy.

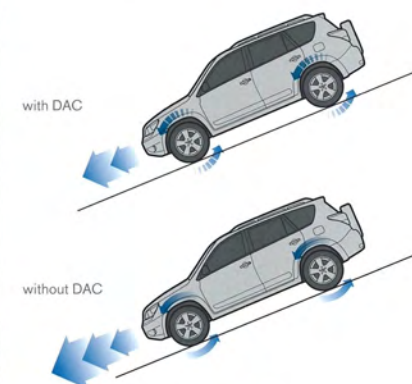


Sport V6 shown in Flint Mica.



HILL START ASSIST CONTROL (HAC)¹

When starting off on a steep or slippery incline, a vehicle may roll back when the driver switches from brake pedal to accelerator. HAC helps ensure a smooth start by applying the brakes for 2-3 seconds. To employ, the driver must depress the brake with sufficient force and wait for a beep, indicating the system is engaged.



DOWNHILL ASSIST CONTROL (DAC)¹

DAC sets a target speed of approximately 4-6 mph on steep declines. The system applies the brakes, helping eliminate wheel-locking for a more controlled descent. To employ, put the vehicle in low gear or reverse and press the DAC switch.

With its advanced safety features, the 2008 RAV4 is engineered to help prepare you for the unexpected. RAV4 features the Star Safety System,[™] which includes Enhanced Vehicle Stability Control (VSC)¹ with Traction Control (TRAC),² and Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist.³ It comes standard with a driver and front passenger Advanced Airbag System.⁴ Also standard: driver and front passenger front seat-mounted side airbags⁴ and front- and second-row roll-sensing side curtain airbags (RSCA).⁴



1. See footnote 19 in Combinations section. 2. Automatic limited-slip differential standard on 2WD models. 3. See footnote 22 in Combinations section. 4. See footnote 23 in Combinations section. For a complete list of RAV4's safety features, see Features section.



Limited V6 shown in Classic Silver Metallic



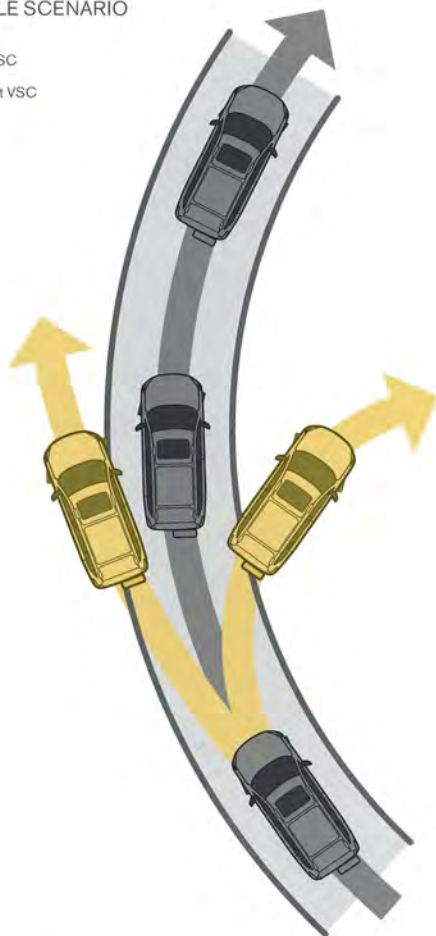
STANDARD SIX-AIRBAG SYSTEM¹

RAV4 features standard driver and front passenger front seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA).

1. See footnote 23 in Combinations section. 2. See footnote 19 in Combinations section. 3. Automatic limited-slip differential standard on 2WD models.

POSSIBLE SCENARIO

■ with VSC
■ without VSC

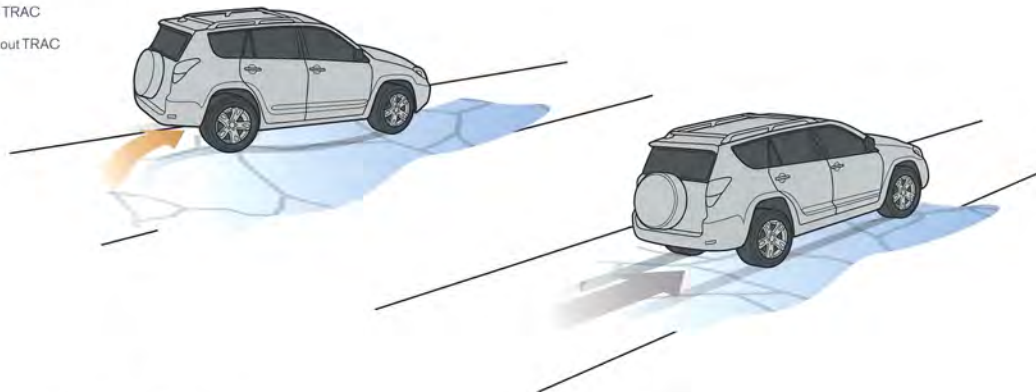


ENHANCED VEHICLE STABILITY CONTROL (VSC)²

Enhanced VSC helps prevent the vehicle from slipping sideways while cornering. To help improve control in these situations, Enhanced VSC automatically regulates engine output and brake-force distribution to the wheels. In addition, the system simultaneously provides electric power steering (EPS) assist torque to help the driver steer in the direction that provides greatest control.

POSSIBLE SCENARIO

■ with TRAC
■ without TRAC

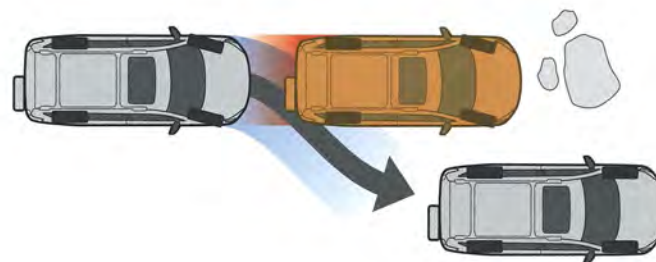


TRACTION CONTROL (TRAC)³

TRAC can determine if a wheel loses traction. If so, it limits engine output and/or applies the brake to the spinning wheel, and transfers torque to the wheel that's still got traction.

POSSIBLE SCENARIO

■ with ABS
■ without ABS



ANTI-LOCK BRAKE SYSTEM (ABS)

ABS pulses brakes rapidly during hard braking to help keep the wheels from locking up, and thus helps preserve steering control.

08 FEATURES¹

EXTERIOR	BASE	SPORT	LIMITED		BASE	SPORT	LIMITED
Aerodynamic multi-reflector halogen headlamps with auto-off feature	S	-	S	Black door handles	S	-	-
Aerodynamic multi-reflector halogen headlamps with blackout sport trim and auto-off feature	-	S	-	Color-keyed door handles	-	S	S
LED (light-emitting diode) for tail and stop lamps	S	S	S	Color-keyed back door handle	S	S	S
Integrated fog lamps	-	S	S	Black grille	S	S	-
Automatic limited-slip differential (2WD models)	S	S	S	Chrome grille	-	-	S
Electronic On-Demand 4WD with 4WD manual lock switch	O ²	O ²	O ²	Color-keyed front and rear bumpers	S	S	S
Hill Start Assist Control (HAC) ³	O ⁴	O ⁴	O ⁴	Black foldable power outside mirrors	S	-	-
Downhill Assist Control (DAC) ³	O ⁴	O ⁴	O ⁴	Color-keyed foldable power heated outside mirrors	-	S	S
Sport-tuned suspension (springs and shock absorbers)	-	S	-	Color-keyed full-size combination hard/soft outside spare tire cover	S	S	-
16-in. steel wheels and wheel covers with P215/70R16 tires and full-size spare tire on 16-in. steel wheel	S ⁵	-	-	Color-keyed full-size hard-shell outside spare tire cover	-	-	S
17-in. 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	O ⁶	-	-	Color-keyed fender flares	-	S	-
17-in. 5-spoke aluminum alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	O	-	-	Color-keyed rear spoiler with center high-mount stop lamp (CHMSL)	S	S	S
17-in. 6-spoke aluminum alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	-	-	S	Washer-linked variable intermittent windshield wiper	S	S	S
18-in. 5-spoke aluminum alloy wheels ⁷ with P235/55R18 tires and full-size spare tire on 18-in. alloy wheel	-	S	-	Power tilt/slide moonroof with sunshade	-	O	O
Side-opening rear door with hold-open feature	S	S	S	High solar energy-absorbing (HSEA) glass	S	S	S
Front passenger-side fender-mounted mast antenna	S	S	S	Rear privacy glass	S	S	S
				Rear window electric defogger with timer and intermittent wiper	S	S	S
				Black roof rails and cross bars	O	S	S
				Tow Prep Package⁸ (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator	O	O	O
INTERIOR							
Defroster-linked CFC-free air conditioning with air filtration	S	S	-	Driver and front passenger heated seats	-	-	O ¹⁸
Defroster-linked CFC-free dual zone automatic air conditioning with air filtration, micro dust/pollen removal capability and information display	-	-	S	Amber-illuminated tri-dial Optitron cluster with speedometer, tachometer and fuel gauge meters; LCD odometer with twin tripmeters; and seatbelt disconnect, airbag, door-ajar, battery, oil pressure, brake, VSC, ¹⁹ Traction Control (TRAC), ABS, Direct Tire Pressure Monitor System (TPMS), ²⁰ check engine, scheduled maintenance indicator and low-fuel level warning lights	S	S	S
AM/FM CD player, MP3/WMA playback capability and six speakers	S	S	-	Power windows with driver auto up/down with jam protection and door locks	S	S	S
AM/FM 6-disc in-dash CD changer with satellite radio capability, ⁹ MP3/WMA playback capability and six speakers	O	O	S	Tonneau cover and multi-purpose cargo net with support poles	O ¹⁶	O	S ¹⁷
JBL [®] AM/FM 6-disc in-dash CD changer with satellite radio capability, ⁹ MP3/WMA playback capability, hands-free phone capability via Bluetooth [®] 10 wireless technology and nine speakers including subwoofer	-	O	O	Cargo area second-row-seat one-touch fold-flat levers	S ¹⁶	S	S ¹⁷
Rear-seat DVD entertainment system with rear-seat audio and two wireless headphones ¹¹ (includes 115V power outlet and RCA jacks)	-	-	O ^{12, 13}	Remote keyless entry system	S	S	S
Auxiliary audio jack	S	S	S	Outside temperature gauge	S	S	S
Cruise control with brake deceleration feature	S	S	S	Digital clock	S	S	S
Tilt/telescopic steering wheel	S	S	S	Multi-function center console with two illuminated front cup holders, cell phone storage pocket, covered console door with upper tray and lower-console storage box	S	S	S
Urethane steering wheel	S	S	-	Interior footwell lighting	-	-	S
Urethane steering wheel with audio controls and shift knob	-	O ¹²	-	Dual glove boxes with one-push open/close on upper glove box	S	S	S
Leather-wrapped steering wheel with audio controls	-	-	S	10 cup/bottle holders	S	S	S
Leather-wrapped shift knob with metallic inlay	-	-	S	Door panels with integrated speakers, storage pocket and bottle holder	S	S	S
Fabric-trimmed 6-way adjustable driver's seat with height adjustment and seatback pockets	S	S	-	Two cup holders with storage pockets in cargo area wheel housing	S	S	S
Fabric-trimmed 8-way adjustable power driver's seat with power lumbar support, height adjustment and seatback pocket	-	-	S	Illuminated entry system (key illumination, interior light and front personal light)	S	S	S
Fabric-trimmed 4-way manual adjustable front passenger seat with seatback pocket	S	S	S	Gated shifter	S	S	S
Fabric-trimmed 60/40 split, reclining, fold-flat second-row seats with slide-forward capability, height-adjustable headrest and center armrest	S	S	S	Two front and one cargo area 12V auxiliary power outlets	S	S	S
Fabric-trimmed 50/50 Split & Stow 3rd Row [™] seats with fold-flat-into-floor capability and height-adjustable headrests ¹⁴	O ^{15, 16}	-	O ¹⁶	Dual sun visors with vanity mirror, sliding extensions and roof-mounted vanity light	S	S	S
Leather-trimmed seats	-	-	O ¹⁷	Rear deck storage including water-repellent foldable deck board for concealed cargo under the floor ²¹	S	S	S
				Remote fuel-filler door and hood-release levers	S	S	S


TOYOTA FINANCIAL SERVICES[®]

Now that you're thinking about a Toyota, you may also want to consider leasing or financing the purchase of your new vehicle through your participating dealer and Toyota Financial Services (TFS). TFS offers a variety of high-quality finance and lease products to complement your lifestyle. At TFS we realize that purchasing or leasing a vehicle is a major commitment and we have developed some of the finest customer-focused finance and insurance solutions to help protect your interests over time. And in most cases, you may include your cost for these products in your finance or lease contract. Few companies can match the expertise, customer care and total value of TFS. Ask your Toyota dealer or go to www.toyotafinancial.com for details.

¹Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available to qualified customers through your participating Toyota dealer and Toyota Financial Services.

08 FEATURES (continued)

SAFETY AND CONVENIENCE

	BASE	SPORT	LIMITED
 Star Safety System™ – Includes Enhanced Vehicle Stability Control (VSC) ¹⁹ with Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist ²²	S	S	S
Direct Tire Pressure Monitor System (TPMS) ²⁰	S	S	S
Driver and front passenger Advanced Airbag System ²³	S	S	S
Driver and front passenger front seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA) ²³	S	S	S
3-point seatbelts in all seating positions, with adjustable front seatbelt anchors	S	S	S
Emergency Locking Retractor (ELR) on driver's seatbelt and Automatic/Emergency Locking Retractors (ALR/ELR) on passenger seatbelts	S	S	S
Front ventilated disc/solid rear disc brakes	S	S	S
Driver and front passenger seatbelt warning system	S	S	S
Jam protection for driver-side auto up/down power window	S	S	S

	BASE	SPORT	LIMITED
Side-impact door beams	S	S	S
Child-protector rear door locks	S	S	S
Center high-mount stop lamp (CHMSL)	S	S	S
Child Restraint System (CRS) top tether anchors for all rear seating positions	S	S	S
ISO-FIX Child Restraint System (CRS) anchors for outboard rear seating positions (second-row seats only)	S	S	S
Daytime Running Lights (DRL)	O	O	O
Front energy-absorbing crumple zone	S	S	S
Soft energy-dissipating interior trim	S	S	S
Engine immobilizer and prewire	O	O	S
Collapsible steering column	S	S	S

S = Standard O = Optional -- = Not Available

08 OPTIONS AND PACKAGES¹

BASE

17-in. 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel⁵
 17-in. 5-spoke aluminum alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel
 Tonneau cover and multi-purpose cargo net with support poles¹⁷
 AM/FM 6-disc in-dash CD changer with satellite radio capability,⁹ MP3/WMA playback capability and six speakers

Black roof rails and cross bars
 Daytime Running Lights (DRL)
 Fabric-trimmed 50/50 Split & Stow 3rd Row™ seats with fold-flat-into-floor capability and height-adjustable headrests^{14, 15, 16}
 Engine immobilizer and prewire
Tow Prep Package⁸ (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator

SPORT

Tonneau cover and multi-purpose cargo net with support poles
 AM/FM 6-disc in-dash CD changer with satellite radio capability,⁹ MP3/WMA playback capability and six speakers
 JBL® AM/FM 6-disc in-dash CD changer with satellite radio capability,⁹ MP3/WMA playback capability, hands-free phone capability via Bluetooth®¹⁰ wireless technology and nine speakers including subwoofer

Daytime Running Lights (DRL)
 Power tilt/slide moonroof with sunshade
 Engine immobilizer and prewire
Tow Prep Package⁸ (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator

LIMITED

JBL® AM/FM 6-disc in-dash CD changer with satellite radio capability,⁹ MP3/WMA playback capability, hands-free phone capability via Bluetooth®¹⁰ wireless technology and nine speakers including subwoofer
 Rear-seat DVD entertainment system^{12, 13} with rear-seat audio and two wireless headphones¹¹ (includes 115V power outlet and RCA jacks)
 Driver and front passenger heated seats¹⁸

Leather-trimmed seats¹⁷
 Daytime Running Lights (DRL)
 Power tilt/slide moonroof with sunshade
 Fabric-trimmed 50/50 Split & Stow 3rd Row™ seats with fold-flat-into-floor capability and height-adjustable headrests^{14, 15, 16}
Tow Prep Package⁸ (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator

ACCESSORIES

Add a personal touch to your RAV4 with Toyota accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.



Remote engine start

All-weather mats
 Ashtray and lighter
 Bike/ski rack attachment
 Cargo liner
 Cargo mat
 Cargo net



Ski/snowboard attachment

Cargo tray
 Emergency assistance kit
 First aid kit
 Floor mats
 Hood protector
 Mudguards



Cargo tray

Rear bumper appliqué
 Remote engine start (lets you start your vehicle from up to 80 ft. away.)
 Security – RS3200 Plus
 Shift knobs
 Sirius Satellite Radio⁹



All-weather mats

Towing hitch and wire harness
 Sport pedals
 Tube steps
 Wheel locks
 XM Satellite Radio⁹

The 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 printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only.

See numbered footnotes in Combinations section



Our eyes are always on the road ahead. Striving to find ways to help you be safe. Go farther on a tank of gas. To help the earth go further on its limited resources. Moving Forward is embedded in our DNA. It's shared by our dealers, and ultimately, inspired by our customers. toyota.com 1-800-GO-TOYOTA



AVALON



CAMRY



CAMRY SOLARA



COROLLA



PRIUS



YARIS SEDAN



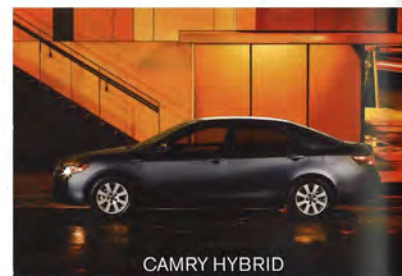
YARIS LIFTBACK



MATRIX



TUNDRA



CAMRY HYBRID



TACOMA



LAND CRUISER



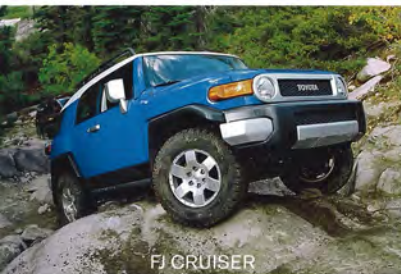
4RUNNER



RAV4



HIGHLANDER HYBRID



FJ CRUISER



SEQUOIA



HIGHLANDER



SIENNA



Hybrid Synergy Drive,[®] powering the Prius, Camry Hybrid and Highlander Hybrid, combines a clean-burning gas engine with an efficient electric motor to deliver excellent fuel economy, low emissions and performance.