

RAV4 09



moving forward

**IN A WORLD THAT LOVES TO LABEL THINGS, RAV4  
DEFIES EXPECTATIONS. SIZED TO BE AGILE, IT  
CAN BE EQUIPPED TO SEAT SEVEN! EASY ON GAS,  
IT DELIVERS POWERFUL PERFORMANCE. THE  
FACT IS, NO MATTER WHAT YOU ASK OF IT, RAV4  
DELIVERS MORE. IT IS A TOYOTA, AFTER ALL. THE  
2009 TOYOTA RAV4. MOVING FORWARD.**





Limited V6 shown in Classic Silver Metallic.

Spend time getting to know RAV4 and you're bound to be surprised. By its ability to deliver excellent fuel efficiency along with spirited acceleration. By its spacious interior, which can be equipped to carry up to seven passengers<sup>1</sup> in comfort, or

to be quickly reconfigured for astonishing cargo room.<sup>2</sup> By its refreshed for 2009 exterior, with its progressive sense of style. One thing that won't surprise you: RAV4's high standards of dependability, quality and exceptional value.

1. Requires 50/50 Split & Stow 3rd Row™ seats. Available on Base and Limited models only. 2. See footnote 29 in Disclaimers section.



The design of RAV4 reflects a belief by Toyota that a vehicle's styling should do more than just make it attractive to the eye. The forms, curves and creases that define its size and shape must also serve important engineering aims. RAV4's efficient size, for example, helps give it an agility you'll appreciate, whether you're parallel parking or powering up a mountain road. And RAV4's sleek profile, honed in the wind tunnel, helps it achieve excellent fuel efficiency.



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







RAV4 Base offers a level of standard features that's anything but basic. For starters, its all-new fuel-efficient 2.5-liter 4-cylinder is rated at 179 horsepower. That's the kind of responsive power you might not expect from a 4-cylinder engine. Yet RAV4 Base delivers its punch with an EPA-estimated 28 highway mpg.<sup>1,2</sup> And how's this for unexpected? RAV4 Base comes standard with air conditioning, Optitron gauges, a tilt/telescopic steering wheel, cruise control and a 6-speaker audio system with satellite radio capability<sup>3</sup> that lets you plug in your MP3 player and listen to your own personal music mix.



#### DID YOU KNOW?

You're looking at BP's Helios House, the first LEED (Leadership in Energy & Environmental Design) certified green gas station in America. Located at the corner of Olympic and Robertson in Los Angeles, its canopy is made of recyclable stainless steel and contains 90 solar panels, which help power the pumps. A rainwater collector keeps drought-tolerant plants and a green roof healthy, while recycled glass bottles and mirrors are used as fillers in the concrete.





RAV4 BASE

#### OPTITRON GAUGES

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).<sup>4</sup>



Base shown in Sandy Beach Metallic with available 17-in. aluminum alloy wheels, roof rails and cross bars.



RAV4 Limited surrounds you with innovations. In the center console, an available touch-screen DVD navigation system<sup>1</sup> lays out your route. Look in the available auto-dimming rearview mirror, and the glare of nighttime driving is automatically cut. It also displays the view seen by the available backup camera.<sup>2</sup> And the leather-wrapped steering wheel's integrated switches let you control key features. Like what? Like an available 9-speaker JBL® audio system that includes a 6-disc in-dash CD changer, an XM Satellite Radio<sup>3</sup> integrated receiver, MP3/WMA playback capability and hands-free phone capability via Bluetooth®<sup>4</sup> wireless technology.



Limited 4WD interior shown in Ash with available touch-screen DVD navigation system.<sup>1</sup>





C

### A AVAILABLE TOUCH-SCREEN DVD NAVIGATION SYSTEM<sup>1</sup>

Need help finding your way across town or across the country? RAV4 Limited offers an available navigation system that maps out your route. For instance, just enter the name of a nearby restaurant, and, if listed in the DVD's database, the system will find it, and you're on your way. Use it with confidence, knowing that it will help guide you to your destination with accuracy.

### B SMART KEY SYSTEM<sup>5</sup>

RAV4 Limited comes standard with a Smart Key System. Like saying "open sesame," the way it works is magical. It senses your approach even if the key is in your pocket or purse. As soon as you touch the driver's door handle, it automatically unlocks. And when you climb into the driver's seat, Smart Key lets you start RAV4 via push-button ignition.

### C BACKUP CAMERA<sup>2</sup>

A significant innovation, RAV4's available backup camera is a smart solution that helps ease the task of backing out of driveways or into parallel parking spaces. Augmenting the outside mirrors, the backup camera displays what it sees behind you on the auto-dimming rearview mirror.



It may come as a surprise to learn that inside RAV4's sleek exterior, there's available seating for up to seven passengers! With its available 50/50 Split & Stow 3rd Row™ seats,<sup>2,3</sup> RAV4 instantly becomes a 7-passenger SUV. From there, you can fold either half of the third row flat into the floor, transforming RAV4 into a vehicle that can take a combination of people and cargo.<sup>4</sup>



Base interior shown in Ash with available 50/50 Split & Stow 3rd Row™ seats.





#### SPLIT-SECOND RESPONSE

RAV4's second row is remarkably versatile. It split-folds 60/40,<sup>1</sup> for a variety of cargo<sup>4</sup> and passenger-carrying configurations. Or the entire row folds flat.

1. Requires 50/50 Split & Stow 3rd Row™ seats. 2. Available on Base and Limited models only. 3. See footnote 17 in Disclaimers section. 4. See footnote 29 in Disclaimers section.



RAV4 delivers some of its biggest surprises inside. Everywhere you glance, there's evidence of refinement and versatility in the way things look and feel, from the size and shape of a door handle to the curve of a seam to the surface texture of the center console. But it's the level of spaciousness that's most unexpected. Your passengers enjoy plenty of room and comfort to stretch out and relax. Or, with just a pull of the one-touch levers<sup>1</sup> in the cargo area, RAV4's second row folds flat, turning the interior into a space ready for almost anything, whether it's a warehouse shopping trip or a cross-country trek.



Limited interior shown in Ash with available Premium Package, touch-screen DVD navigation system<sup>2</sup> and accessory floor mats.





# ONE-TOUCH FOLD-FLAT SECOND-ROW SEATS<sup>1</sup>

With just one pull of the cargo area one-touch levers, the second row folds flat to form a surface ideal for loading gear.



B

iPod<sup>®</sup> accessory not included. iPod<sup>®</sup> is a registered trademark of Apple Inc.



C

**A 73 CUBIC FEET OF CARGO CAPACITY<sup>3</sup>**  
You'll be surprised by how much room RAV4 gives you to carry cargo and by how easy it is to fold the rear seats flat so you can make the most of all 73 cubic feet.

**B MP3/WMA-COMPATIBLE**  
No matter where you take your RAV4, your tunes can always travel with you. An auxiliary audio jack for MP3/WMA devices is located on the front of the center console.

**C UNDER-FLOOR STORAGE**  
Need even more room to stow your things? An under-floor storage compartment<sup>1</sup> lets you stash your valuable items safely out of sight.



New for 2009, the Sport Appearance Package<sup>1</sup> is the perfect complement to RAV4's available Electronic On-Demand 4-wheel drive (4WD) and fuel-efficient 269-hp 3.5-liter dual independent VVT-i V6. Inside and out, it's a RAV4 that lets you know its emphasis is on style and performance. Approach it from the rear, and its stainless-steel exhaust tip and unique rear door are your clue that this is no ordinary RAV4. Slide behind the wheel, grip the chrome-accented shift knob with leather accent, and delight in the clarity of digital audio. The Sport Appearance Package<sup>1</sup> fuels your love of music with a complimentary one-year subscription to XM Satellite Radio.<sup>2</sup>



#### SIDE TURN-SIGNAL INDICATORS<sup>3</sup>

RAV4 signals its turning intentions clearly for nearby drivers to see. In addition to turn signals integrated into the headlamp housing, RAV4 has available sideview mirror-mounted turn signals.

1. Available on Sport V6 4WD only. 2. See footnote 8 in Disclaimers section. 3. Standard on Limited. Available with Sport Appearance Package.



Sport V6 4WD shown in Magnetic Gray Metallic with available Sport Appearance Package,<sup>1</sup> roof rails and cross bars.

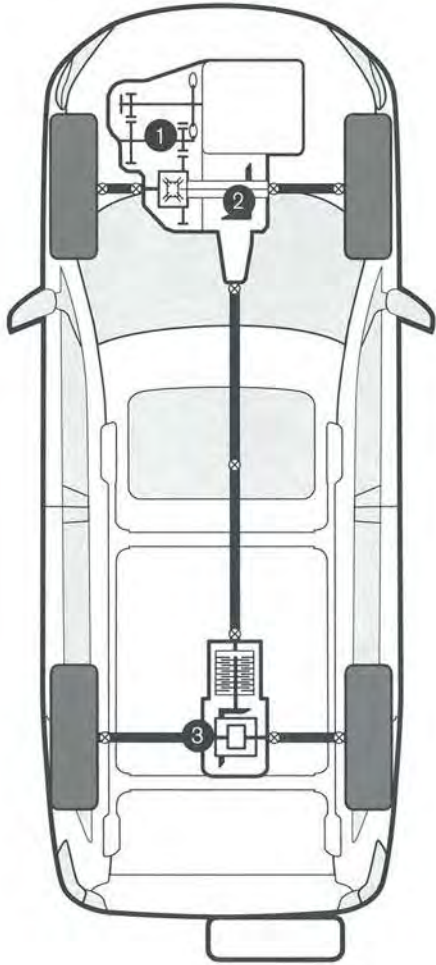
#### STYLE TO SPARE

The beauty of the new Sport Appearance Package<sup>1</sup> lies in the details. Color-keyed power heated outside mirrors, special badging and doorsills, a stainless-steel exhaust tip and a unique rear door – without the spare tire and cover – highlight the distinctive exterior.



Toyota engineered RAV4 to earn the confidence of its driver. Which is why RAV4 is available with several advanced traction technologies. Available fuel-efficient Electronic On-Demand 4-wheel drive (4WD) helps optimize grip when necessary by automatically switching from front-wheel-drive to 4WD mode. And to help ease the challenge of driving up and down steep inclines, RAV4 comes with available Hill Start Assist Control (HAC)<sup>1,2</sup> and Downhill Assist Control (DAC)<sup>1,2</sup>.

A



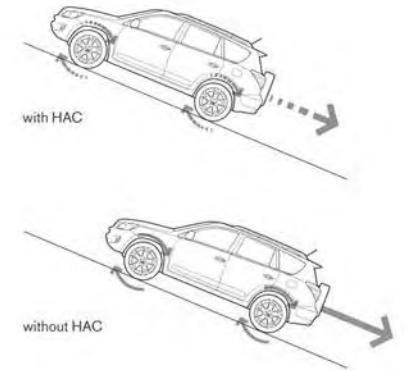
Limited V6 4WD shown in Classic Silver Metallic with available moonroof.

**A ELECTRONIC ON-DEMAND 4-WHEEL DRIVE (4WD)**  
Available Electronic On-Demand 4WD ① controls the distribution of torque between the front and rear wheels, allowing the vehicle to automatically switch seamlessly from front-wheel-drive ② to 4WD mode. ③ The result is enhanced traction, control and fuel economy.

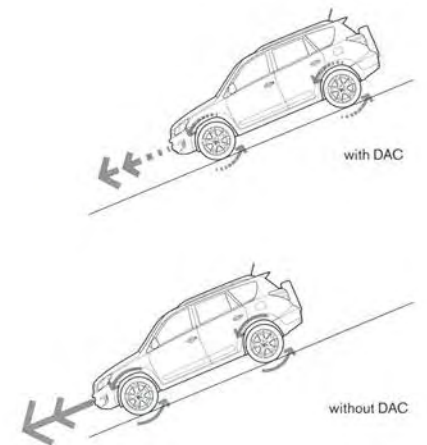




B



C



**B HILL START ASSIST CONTROL (HAC)<sup>1</sup>**  
Available HAC helps ensure a smooth start on inclines, braking for 2-3 seconds to help prevent vehicle rollback as the driver switches from the brake pedal to the accelerator.

**C DOWNHILL ASSIST CONTROL (DAC)<sup>1</sup>**  
Available 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.



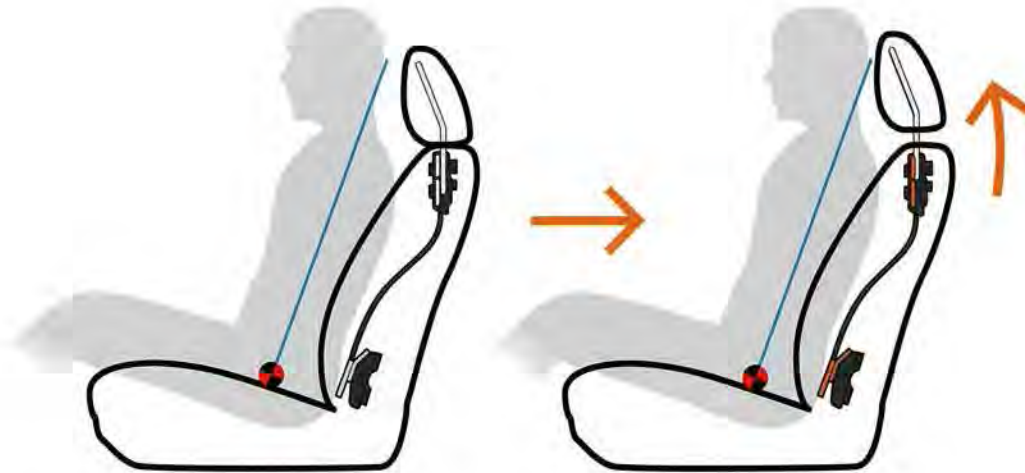
RAV4's Advanced Airbag System<sup>1</sup> includes both driver and front passenger airbags and is complemented by front seat-mounted side airbags<sup>1</sup> as well as first- and second-row roll-sensing side curtain airbags (RSCA)! Every 2009 RAV4 also comes standard with the Star Safety System,<sup>TM</sup> a set of technologies seamlessly integrated to enhance driving pleasure and driving security. The Star Safety System<sup>TM</sup> includes Enhanced Vehicle Stability Control (VSC)<sup>2</sup> with Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist.<sup>3</sup>



Base interior shown in Ash with available 50/50 Split & Stow 3rd Row<sup>TM</sup> seats.<sup>4,5</sup>

Demo not intended to replicate actual airbag deployment.



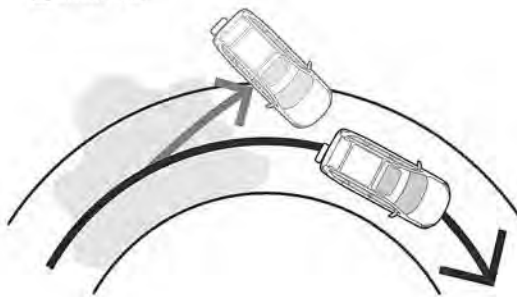


#### ACTIVE FRONT HEADRESTS<sup>6</sup>

In the event of certain rear-end collisions, a mechanism in the lumbar region of the front seats triggers the movement of the headrests up and forward to help position the headrests to better support the occupants' heads.

#### A Possible Scenario

- with TRAC
- without TRAC

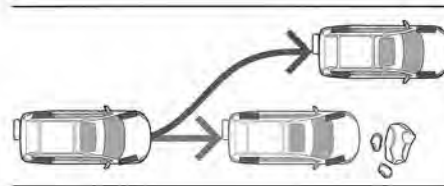


#### A TRACTION CONTROL (TRAC)

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

#### B Possible Scenario

- with ABS
- without ABS



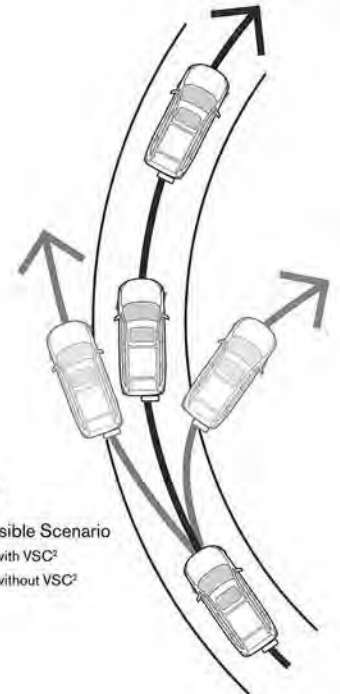
#### B ANTI-LOCK BRAKE SYSTEM (ABS)

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

#### C

##### Possible Scenario

- with VSC<sup>2</sup>
- without VSC<sup>2</sup>



#### C ENHANCED VEHICLE STABILITY CONTROL (VSC)<sup>2</sup>

To help improve control in situations that could cause a vehicle to slip sideways while cornering, RAV4 uses Enhanced VSC. It adjusts engine power, braking and steering assist torque to help the driver steer in the direction that provides the greatest control.



# PEOPLE SAFETY ENVIRONMENT FUTURE



There's a lot of work to be done in order to make the future a better one for all of us. At Toyota, we recognize the role we play ultimately can be a very large one. It involves moving forward on many fronts, from education and community, to a wide range of initiatives aimed at reducing our environmental footprint. Helping

to make driving safe is one of our top priorities. Since 2004, Toyota has offered a free defensive driving program to more than 10,000 teens and adults in 13 cities. Students learn everything from skid control to the consequences of driving while distracted. For more on our safety programs, visit [toyotateendriver.com](http://toyotateendriver.com)

Our philanthropic efforts help civic, educational and social support organizations of all kinds improve our schools, neighborhoods and environment. The Toyota International Teacher Program sends U.S. educators to the Galapagos Islands and Costa Rica to share ideas on environmental stewardship.





Closer to home, we're hard at work on ideas for reducing our own impact on the environment. Our holistic approach involves using energy and resources efficiently, improving air quality, encouraging recycling and being a good neighbor. Since the first-generation Prius was introduced in 2000, we've added Highlander Hybrid

and Camry Hybrid to our hybrid offerings. While our 13 assembly plants in the U.S. produce more than 1.5 million vehicles a year, our plants are driving hard toward zero landfill waste. A Toyota dealership in Texas is the first auto dealership in the U.S. to earn LEED Gold certification from the U.S. Green Building Council.

The group also certified our South Campus Sales Headquarters of Toyota Motor Sales, U.S.A., in Torrance, California, as one of the largest "green" buildings in the U.S. To learn more about Toyota, its commitment to the environment and its involvement in local communities, visit [toyota.com/whynot](http://toyota.com/whynot)



## 09 FEATURES<sup>1</sup>

EXTERIOR	BASE	SPORT	LIMITED		BASE	SPORT	LIMITED
Aerodynamic multi-reflector halogen headlamps with auto-off feature	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
Aerodynamic multi-reflector halogen headlamps with auto on/off feature	—	O	S	Color-keyed back door handle	S	S	S
LED (light-emitting diode) for tail and stop lamps	S	S	S	Black grille	S	S	—
Integrated fog lamps	—	S	S	Chrome-accented grille	—	—	S
Automatic Limited-Slip Differential (Auto LSD) (2WD models)	S	S	S	Color-keyed front and rear bumpers	S	S	S
Electronic On-Demand 4WD with 4WD manual lock switch	O <sup>2</sup>	O <sup>2</sup>	O <sup>2</sup>	Black foldable power outside mirrors	S	S	—
Hill Start Assist Control (HAC) <sup>3</sup>	O <sup>4</sup>	O <sup>4</sup>	O <sup>4</sup>	Color-keyed foldable power heated outside mirrors with turn-signal indicators	—	P <sup>9</sup>	S
Downhill Assist Control (DAC) <sup>3</sup>	O <sup>4</sup>	O <sup>4</sup>	O <sup>4</sup>	Color-keyed full-size combination hard/soft outside spare tire cover	S	S <sup>7</sup>	—
Sport-tuned suspension (springs and shock absorbers)	—	S	—	Color-keyed full-size hard-shell outside spare tire cover	—	—	S
16-in. steel wheels and wheel covers with P215/70R16 tires and full-size spare tire on 16-in. steel wheel	S <sup>5</sup>	—	—	Color-keyed fender flares	—	S	S
17-in. 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	O/P <sup>6</sup>	—	—	Color-keyed rear spoiler with center high-mount stop lamp (CHMSL)	S	S	S
17-in. 5-spoke aluminum alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	O	—	—	Washer-linked variable intermittent windshield wiper	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	Power tilt/slide moonroof with sunshade	—	O/P	O/P
18-in. 5-spoke aluminum alloy wheels with P235/55R18 tires and full-size spare tire on 18-in. alloy wheel <sup>7</sup>	—	S	—	High Solar Energy-Absorbing (HSEA) glass	S	S	S
Side-opening rear door with hold-open feature	S	S	S	Privacy glass on rear side, quarter and rear door windows	O/P	S	S
Roof-mounted antenna with integrated XM <sup>8</sup> antenna and prewire	S	S	S	Rear window electric defogger with timer and intermittent wiper	S	S	S
				Rear-step bumper protector	S	S	S
				Black roof rails and cross bars	O/P	O/P	S
				<b>Tow Prep Package<sup>10</sup></b> (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	—	Cruise control with brake deceleration feature	S	S	S
Defroster-linked CFC-free dual zone automatic air conditioning with air filtration, micro dust/pollen removal capability and information display	—	—	S	120V AC power outlet	—	—	P <sup>19</sup>
AM/FM CD player with MP3/WMA playback capability, satellite radio capability <sup>9</sup> and six speakers	S	S	—	Driver and front passenger heated seats	—	O <sup>20</sup>	O <sup>20</sup>
AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver <sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers	O	O/P	S	Amber-illuminated tri-dial Optitron cluster with speedometer, tachometer and fuel gauge meters; LCD odometer with twin trip meters; and seatbelt disconnect, airbag, door-ajar, battery, oil pressure, brake, VSC-off, <sup>21</sup> Traction Control-off (TRAC), ABS, Direct Tire Pressure Monitor System (TPMS), <sup>22</sup> check engine, scheduled maintenance indicator and low-fuel level warning lights	S	S	S
JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver <sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth <sup>®</sup> 11 and nine speakers (includes subwoofer)	—	—	O/P	Power windows with driver auto up/down with jam protection and door locks	S	S	S
Touch-screen DVD navigation system <sup>12</sup> with XM NavTraffic <sup>®</sup> capability, AM/FM CD player with integrated XM Satellite Radio receiver <sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers	—	O <sup>13</sup>	O/P	Tonneau cover and multipurpose cargo net with support poles	—	—	S <sup>18</sup>
Integrated backup camera <sup>14</sup> linked to an electrochromic mirror with integrated backup camera <sup>14</sup> monitor	—	O	O	Cargo area second-row seat one-touch fold-flat levers	S <sup>18</sup>	S	S <sup>18</sup>
Auxiliary audio jack on center console	S	S	S	Remote keyless entry system	S	S	—
Tilt/telescopic steering wheel with instrument panel display control	S	S	S	Smart Key System <sup>23</sup> with Push Button Start and remote illuminated entry	—	—	S
Urethane steering wheel	S	S	—	Instrument panel-mounted display with outside temperature, instantaneous and average fuel economy functions	S	S	S
Leather-wrapped steering wheel with audio controls	—	—	S	Digital clock and gated shifter	S	S	S
Leather-wrapped shift knob with metallic inlay	—	—	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
Fabric-trimmed 6-way adjustable driver's seat with height adjustment and seatback pockets	S	S	S	Interior footwell lighting	—	—	S
Fabric-trimmed 8-way adjustable power driver's seat with power lumbar support, height adjustment and seatback pocket	—	—	O	Dual glove boxes with one-push open/close on upper glove box	S	S	S
Fabric-trimmed 4-way manual adjustable front passenger seat with seatback pocket	S	S	S	10 cup/bottle holders, two with storage pockets in wheel housing in cargo area	S	S	S
Fabric-trimmed 60/40 split, reclining, fold-flat second-row seats with slide-forward capability, height-adjustable headrests and center armrest	S	S	S	Door panels with integrated speakers, storage pocket and bottle holder	S	S	S
Fabric-trimmed 50/50 Split & Stow 3rd Row <sup>TM</sup> seats with fold-flat-into-floor capability and height-adjustable headrests <sup>15</sup>	O <sup>16, 17</sup>	—	O <sup>17</sup>	Illuminated entry system (key illumination, interior light, and front personal light)	S	S	S
<b>Premium Package</b> – includes leather seating surfaces and 8-way adjustable power driver's seat with power lumbar support	—	O	O/P <sup>18</sup>	Two front and one cargo area 12V auxiliary power outlets	S	S	S
				Dual sun visors with vanity mirror, sliding extensions, and roof-mounted vanity light	S	S	S
				Rear deck storage including water-repellent foldable deck board for concealed cargo under the floor <sup>19</sup>	S	S	S



## 09 FEATURES (continued)

### SAFETY AND CONVENIENCE



Star Safety System™ – includes Enhanced Vehicle Stability Control (VSC)<sup>21</sup> with Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist<sup>24</sup>

	BASE	SPORT	LIMITED
Direct Tire Pressure Monitor System (TPMS) <sup>22</sup>	S	S	S
Driver and front passenger Advanced Airbag System <sup>23</sup>	S	S	S
Driver and front passenger seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA) <sup>25</sup>	S	S	S
Active headrests for driver and front passenger seats <sup>26</sup>	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
Second-row LATCH Child Restraint System (CRS) anchors for outboard rear seating positions	S	S	S
Daytime Running Lights (DRL)	O/P	O/P	O/P
Front energy-absorbing crumple zone	S	S	S
Soft energy-dissipating interior trim	S	S	S
Engine immobilizer <sup>27</sup>	S	S	–
Engine immobilizer and prewire <sup>27</sup>	–	–	S
Collapsible steering column	S	S	S

S = Standard    O = Optional    P = Available only as part of a package.    – = Not available

## 09 PACKAGES AND OPTIONS

### BASE

**Extra Value Package** (4-cylinder models only) – includes 17-in. 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel, Daytime Running Lights (DRL), black roof rails and cross bars, and rear privacy glass (on rear side, quarter and rear door window)

**Extra Value Package** (V6 models only) – includes Daytime Running Lights (DRL), black roof rails and cross bars, and rear privacy glass (on rear side, quarter and rear door window)

**Tow Prep Package<sup>10</sup>** (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator

17-in. 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel<sup>6</sup>

17-in. 5-spoke aluminum alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel

AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), 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<sup>15, 16, 17</sup>

Privacy glass on rear side, quarter and rear door windows

### SPORT

**Extra Value Package** – includes Daytime Running Lights (DRL), black roof rails and cross bars, power tilt/slide moonroof with sunshade, AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers

**Sport Appearance Package<sup>28</sup>** (V6 4WD only) – includes one-year extended XM Satellite Radio<sup>8</sup> complimentary subscription (in lieu of 90-day trial subscription), unique rear door with chrome accents, four run-flat tires, unique RAV4 Sport and V6 badging, stainless-steel exhaust tip, color-keyed foldable power heated outside mirrors with turn-signal indicators, chrome-accented shift knob with leather insert, chrome interior door handles, parking brake tip and vent trim, unique doorsill covers and rear bumper protector (deletes four standard tires, spare tire, spare tire cover from rear of vehicle and black rear bumper step protector)

**Premium Package** – includes leather seating surfaces, 8-way adjustable power driver's seat with power lumbar support and driver and front passenger heated seats

**Tow Prep Package<sup>10</sup>** (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator

AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers

Touch-screen DVD navigation system<sup>12</sup> with XM NavTraffic<sup>®</sup> capability, AM/FM CD player with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers<sup>13</sup>

Black roof rails and cross bars

Integrated backup camera<sup>14</sup> linked to an electrochromic mirror with integrated backup camera<sup>14</sup> monitor

Auto on/off headlamps

Daytime Running Lights (DRL)

Power tilt/slide moonroof with sunshade

### LIMITED

**Extra Value Package #1** – includes Daytime Running Lights (DRL), power tilt/slide moonroof with sunshade, JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth<sup>®11</sup> and nine speakers (includes subwoofer), and Premium Package (includes leather seating surfaces, 8-way adjustable power driver's seat with power lumbar support, driver and front passenger heated seats and 120V AC power outlet)

**Extra Value Package #2** – includes Daytime Running Lights (DRL), power tilt/slide moonroof with sunshade, touch-screen DVD navigation system<sup>12</sup> with XM NavTraffic<sup>®</sup> capability, AM/FM CD player with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability, six speakers, and Premium Package (includes leather seating surfaces, 8-way adjustable power driver's seat with power lumbar support, driver and front passenger heated seats and 120V AC power outlet)

**Premium Package<sup>18</sup>** – includes leather seating surfaces, 8-way adjustable power driver's seat with power lumbar support, driver and front passenger heated seats and 120V AC power outlet

**Tow Prep Package<sup>10</sup>** (V6 models only) with 3500-lb. towing capacity – includes upgraded radiator, fan coupling and alternator, JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth<sup>®11</sup> and nine speakers (includes subwoofer)

Touch-screen DVD navigation system<sup>12</sup> with XM NavTraffic<sup>®</sup> capability, AM/FM CD player with integrated XM Satellite Radio receiver<sup>8</sup> (includes 90-day trial subscription), MP3/WMA playback capability and six speakers

Integrated backup camera<sup>14</sup> linked to an electrochromic mirror with integrated backup camera<sup>14</sup> monitor

Fabric-trimmed 8-way adjustable power driver's seat with power lumbar support, height adjustment and seatback pocket and 120V AC power outlet

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<sup>15, 17</sup>



## 09 SPECIFICATIONS

MECHANICAL/PERFORMANCE	BASE	SPORT	LIMITED
Engine 2.5-liter DOHC 16-valve SFI Dual VVT-i 4-cylinder; 179 hp @ 6000 rpm/172 lb.-ft. @ 4000 rpm 3.5-liter DOHC 24-valve SFI Dual VVT-i V6; 269 hp @ 6200 rpm/246 lb.-ft. @ 4700 rpm	Standard Available	Standard Available	Standard Available
Emission rating: Ultra Low Emission Vehicle (ULEV II)	Standard	Standard	Standard
Ignition	Electronic, with Toyota Direct Ignition (TDI)		
Transmission – 4-cylinder – V6	4-speed electronically controlled automatic overdrive (ECT) 5-speed electronically controlled automatic overdrive (ECT)		
Body construction	Unitized body		
Drivetrain	Front engine front-wheel drive or Electronic On-Demand 4-wheel drive (4WD)		
Suspension – Front – Rear	Independent MacPherson strut with stabilizer bar and hydraulic shock absorbers Double-wishbone coil-spring rear suspension with trailing arms and hydraulic shock absorbers and stabilizer bar (Sport model gets tuned shocks and springs)		
Steering	Electric power steering (EPS): power-assisted rack-and-pinion with electronic power-assist		
Turning circle diameter, curb to curb (ft.) (16-in. and 17-in. wheels/18-in. wheels)	34.8/36.8		
Brakes	Power-assisted ventilated front disc brakes and solid rear disc brakes with 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist <sup>24</sup>		
Vehicle Stability Control (VSC) <sup>21</sup> with Traction Control (TRAC)	Standard	Standard	Standard
Hill Start Assist Control (HAC) <sup>3</sup>	Available <sup>4</sup>	Available <sup>4</sup>	Available <sup>4</sup>
Downhill Assist Control (DAC) <sup>3</sup>	Available <sup>4</sup>	Available <sup>4</sup>	Available <sup>4</sup>
<b>EXTERIOR DIMENSIONS (in.)</b>			
Overall height (without/with roof rails) with available third-row seats	66.3/68.7 66.5/69.1	66.3/68.7 NA	66.3/68.7 66.5/69.1
Overall width	71.5	73.0 (with overfender)	73.0 (with overfender)
Overall length	181.9	181.9 (178.7 with Sport Appearance Package)	181.9
Wheelbase	104.7	104.7	104.7
Track (front/rear)	61.4/61.4	61.4 (V6: 61.8)/61.4	61.4/61.4
<b>INTERIOR DIMENSIONS front/middle/rear (in.)</b>			
Head room without moonroof with moonroof	40.8/39.7/37.2 N/A	40.8/39.7/NA 39.5/39.7/NA	40.8/39.7/37.2 39.5/39.7/37.2
Shoulder room	57.1/55.3/52.6	57.1/55.3/NA	57.1/55.3/52.6
Hip room	53.8/52.4/43.3	53.8/52.4/NA	53.8/52.4/43.3
Leg room	41.8/38.3/30.0	41.8/38.3/NA	41.8/38.3/30.0
Seating capacity (standard/with available third-row seats)	5/7	5/NA	5/7
<b>OFF-HIGHWAY</b>			
Approach/departure angle (degrees)	29/25	29/25	29/25
Ground clearance (in.)	7.5	7.5	7.5
<b>WEIGHTS AND CAPACITIES</b>			
Curb weight (lb.) (2WD/4WD) – 4-cylinder models – V6 models	3360/3494 3529/3670	3435/3569 3560/3699	3439/3576 3560/3699
Gross Vehicle Weight Rating – (GVWR) (lb.) (2WD/4WD) 4-cylinder models with third-row seats V6 models with third-row seats	4430/4535 4730/4865 4600/4720 4895/5015	4430/4535 NA 4600/4720 NA	4430/4535 4730/4865 4600/4720 4895/5015
Towing capacity <sup>10</sup> (lb.) 4-cylinder models (standard) V6 models (standard)/with Tow Prep Package (V6 only)	1500 2000/3500	1500 2000/3500	1500 2000/3500
Cargo volume <sup>20</sup> (cu. ft.) front/middle/rear seats – 2 rows – 3 rows	73.0/36.4/NA 73.0/37.2/12.3	73.0/36.4/NA NA	73.0/36.4/NA 73.0/37.2/12.3
Fuel tank (gal.)	15.9	15.9	15.9



09 SPECIFICATIONS (continued)

TIRES		BASE	SPORT	LIMITED
Size – Standard (4-cylinder/V6) – Available (4-cylinder)		P215/70R16/ P225/65R17 P225/65R17	P235/55R18 <sup>7</sup> NA	P225/65R17 NA
Type		All-Season steel-belted radial blackwalls		
Spare		Full-size	Full-size <sup>7</sup>	Full-size
MILEAGE ESTIMATES (mpg city/highway) <sup>30</sup>				
4-cylinder	– 2WD	22/28	22/28	22/28
	– 4WD	21/27	21/27	21/27
V6	– 2WD	19/27	19/27	19/27
	– 4WD	19/26	19/26	19/26

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.



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



- Cargo tray
- Cargo tray
- Emergency assistance kit
- First aid kit
- Floor mats
- Hood protector
- Interface kit for iPod®



- Interface kit for iPod®
- Mudguards
- Remote engine start
- Security – RS3200 Plus
- Shift knobs
- Sirius Satellite Radio®
- Sport pedals



- Remote engine start
- Towing hitch and wire harness
- Tube steps
- Wheel locks
- XM Satellite Radio®



## 09 COMBINATIONS

### COLOR



Black with Ash, Sand Beige or Dark Charcoal<sup>31, 32</sup> interior



Black Forest Pearl with Ash,<sup>31</sup> Sand Beige or Dark Charcoal<sup>31, 32</sup> interior



Pacific Blue Metallic with Ash, Sand Beige or Dark Charcoal<sup>31, 32</sup> interior



Elusive Blue Metallic<sup>31, 32, 33</sup> with Dark Charcoal interior



Pyrite Mica<sup>34</sup> with Ash or Sand Beige interior



Barcelona Red Metallic with Ash, Sand Beige or Dark Charcoal<sup>31, 32</sup> interior



Sandy Beach Metallic<sup>34</sup> with Sand Beige interior



Magnetic Gray Metallic<sup>31, 32</sup> with Dark Charcoal interior



Classic Silver Metallic with Ash or Dark Charcoal<sup>31, 32</sup> interior



Blizzard Pearl<sup>32, 34, 35</sup> with Ash or Sand Beige interior



Super White<sup>31</sup> with Ash, Sand Beige or Dark Charcoal<sup>31, 32</sup> interior

### FABRIC/LEATHER



Base fabric in Ash



Base fabric in Sand Beige



Sport fabric in Dark Charcoal



Limited fabric in Ash



Limited fabric in Sand Beige



Sport available leather in Dark Charcoal



Limited available leather in Ash



Limited available leather in Sand Beige

### WHEEL



RAV4 Base 4-cylinder standard 16-in. steel wheel and wheel cover<sup>5</sup>



RAV4 Base 4-cylinder available; Base V6 standard 17-in. 5-spoke styled steel wheel



RAV4 Base available 17-in. 5-spoke aluminum alloy wheel



Sport standard 18-in. 5-spoke aluminum alloy wheel



Limited standard 17-in. 6-spoke aluminum alloy wheel

## 09 DISCLAIMERS

1. 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](http://toyota.com) for information about options/packages commonly available in your area. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. 4-wheel-drive (4WD) models only. Automatically disengages at speeds above 25 mph. 3. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 4. Standard on models equipped with V6 engine or 4-cylinder model equipped with 50/50 Split & Stow 3rd Row™ seats. 5. Standard on 4-cylinder models, not available with 50/50 Split & Stow 3rd Row™ seats. 6. Standard on V6 models, available on 4-cylinder. 7. The Sport Appearance Package replaces standard tires with run-flat tires and does not include a spare tire or spare tire cover. 8. Satellite radio requires additional XM- or Sirius compatible receiver (for systems without integrated receivers) and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at [www.xmradio.com](http://www.xmradio.com) or [www.sirius.com](http://www.sirius.com). Available only in the 48 contiguous United States. 9. Available in Sport Appearance Package, 4WD V6 model only. 10. 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. 11. The Bluetooth® technology phones listed on [toyota.com](http://toyota.com) have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 12. The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and is designed to provide real-time traffic, or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your *Navigation System Owner's Manual* for further details. 13. Not available with Sport Appearance Package. 14. 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. 15. Second-row seat adds a walk-in system on passenger side. 16. Requires 17-in. styled steel wheels with P225/65R17 tires or 17-in. aluminum alloy wheels with P225/65R17 tires. 17. Not available with tonneau cover and multipurpose cargo net with support poles. Deletes rear deck cover and cargo area second-row seat one-touch fold-flat levers. 18. Not available with 50/50 Split & Stow 3rd Row™ seats. 19. Included with Premium Package or with optional power driver's seat. 20. Requires Premium Package. 21. 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. 22. 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. 23. 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. 24. 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. 25. 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-Over 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 seatbelts. 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. 26. Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions. 27. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at [www.alco.org](http://www.alco.org). 28. Requires AM/FM 6-disc in-dash CD changer. 29. Cargo and load capacity limited by weight and distribution. 30. 2009 EPA-estimated mileage. Actual mileage will vary. 31. Not available on Limited. 32. Not available on Base. 33. Requires Sport Appearance Package. 34. Not available on Sport. 35. Extra-cost color.

## 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](http://www.toyotafinancial.com) for details.

\*Toyota 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.

## 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, front-wheel drive, rear-wheel drive, 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 *Owner's Warranty Information* booklet for details.

**Accessories:** For 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 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](http://www.toyota.com), refer to the applicable *Owner's Warranty Information* booklet or see your Toyota dealer.

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.



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







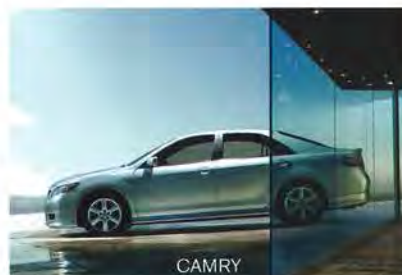
Our eyes are always on the road ahead. Striving to find ways to help you be safe. Go farther on a tank of gas. To help the earth go further on its limited resources. Moving Forward is embedded in our DNA. It's shared by our dealers, and ultimately, inspired by our customers. [toyota.com](http://toyota.com)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



VENZA  
Coming late 2008



AVALON



CAMRY



CAMRY SOLARA



PRIUS



COROLLA



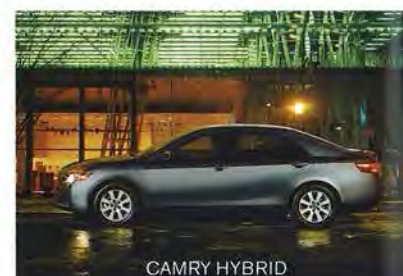
YARIS



MATRIX



TUNDRA



CAMRY HYBRID



TACOMA



LAND CRUISER



4RUNNER



RAV4



HIGHLANDER HYBRID



FJ CRUISER



SEQUOIA



HIGHLANDER



SIENNA



Hybrid Synergy Drive,<sup>®</sup> 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.

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