

2010 **RAV4**



Limited V6 shown in Classic Silver Metallic

Model Overview

2010 **RAV4**



Limited interior shown in Ash with available Premium Package and touch-screen DVD navigation system [12]



Limited V6 shown in Classic Silver Metallic



Sport shown in Pacific Blue Metallic

	4x2 RAV4 Base 4-Cyl SUV 4- Speed Auto	4x4 RAV4 Base 4-Cyl SUV 4- Speed Auto	4x2 RAV4 Sport 4-Cyl SUV 4- Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4- Speed Auto	4x4 RAV4 Sport 4-Cyl SUV 4- Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4- Speed Auto	4x2 RAV4 Limited V6 SUV 5- Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5- Speed Auto
MSRP**	\$21,500	\$22,900	\$23,200	\$23,535	\$24,490	\$24,600	\$24,935	\$25,130	\$25,880	\$26,410	\$26,530	\$27,810
MPG City/Highway***	22/28	21/27	22/28	19/27	22/28	21/27	19/26	19/27	21/27	19/27	19/26	19/26
Seating	5	5	5	5	5	5	5	5	5	5	5	5

EXTERIOR COLORS*

Super White		Sandy Beach Metallic	
Classic Silver Metallic		Black Forest Pearl	
Black		Pacific Blue Metallic	
Barcelona Red Metallic		Magnetic Gray Metallic	
Pyrite Mica		Blizzard Pearl Additional Charge: \$220.00	

INTERIOR COLORS*

Base - Ash Fabric		Limited - Sand Beige Fabric	
Base - Sand Beige Fabric		Limited - Ash Leather trim	
Sport - Dark Charcoal Fabric		Limited - Sand Beige Leather trim	
Sport - Dark Charcoal Leather trim			
Limited - Ash Fabric			

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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **RAV4**



- not available
- S** standard
- O** optional
- P** part of package

	4x2 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
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Model Number	4430	4432	4440	4431	4450	4442	4433	4441	4452	4451	4443	4453
EXTERIOR												
Aerodynamic multi-reflector halogen headlamps with auto-off feature	S	S	-	S	-	-	S	-	-	-	-	-
Aerodynamic multi-reflector halogen headlamps with blackout sport trim and auto-off feature	-	-	S	-	-	S	-	S	-	-	S	-
Aerodynamic multi-reflector halogen headlamps with auto on/off feature	-	-	O	-	S	O	-	O	S	S	O	S
LED taillamps and stop lamps	S	S	S	S	S	S	S	S	S	S	S	S
Integrated fog lamps	-	-	S	-	S	S	-	S	S	S	S	S
Automatic Limited-Slip Differential (Auto LSD)	S	-	S	S	S	-	-	S	-	S	-	-
Electronic On-Demand 4WD with 4WD manual lock switch	-	S	-	-	-	S	S	-	S	-	S	S
Hill Start Assist Control (HAC) [2]	O	O	O	S	O	O	S	S	O	S	S	S
Downhill Assist Control (DAC) [2]	O	O	O	S	O	O	S	S	O	S	S	S
Sport-tuned suspension (springs and shock absorbers)	-	-	S	-	-	S	-	S	-	-	S	-
16-in. steel wheels and wheel covers with P215/70R16 tires and full-size spare tire on 16-in. steel wheel	S	S	-	-	-	-	-	-	-	-	-	-
17-in. 5-spoke styled steel wheels with 225/65R17 tires and full-size spare tire on 17-in. steel wheel	O P	O P	-	S	-	-	S	-	-	-	-	-
17-in. 5-spoke alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	O	O	-	O	-	-	O	-	-	-	-	-

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- not available												
S standard												
O optional												
P part of package												
17-in. 6-spoke alloy wheels with P225/65R17 tires and full-size spare tire on 17-in. steel wheel	-	-	-	-	S	-	-	-	S	S	-	S
18-in. 5-spoke alloy wheels with P235/55R18 tires and full-size spare tire on 18-in. alloy wheel [5]	-	-	S	-	-	S	-	S	-	-	S	-
Side-opening rear door with hold-open feature	S	S	S	S	S	S	S	S	S	S	S	S
Unique rear door with chrome accents	-	-	P	-	-	P	-	-	-	-	P	-
Roof-mounted antenna with XM [8] antenna and prewire	S	S	S	S	S	S	S	S	S	S	S	S
Black door handles	S	S	-	S	-	-	S	-	-	-	-	-
Color-keyed door handles	-	-	S	-	S	S	-	S	S	S	S	S
Color-keyed back door handle	S	S	S	S	S	S	S	S	S	S	S	S
Black grille	S	S	S	S	-	S	S	S	-	-	S	-
Chrome-accented grille	-	-	-	-	S	-	-	-	S	S	-	S
Color-keyed front and rear bumpers	S	S	S	S	S	S	S	S	S	S	S	S
Black foldable power outside mirrors	S	S	S	S	-	S	S	S	-	-	S	-
Color-keyed foldable power heated outside mirrors with turn-signal indicators	-	-	P	-	-	P	-	-	-	-	P	-
Color-keyed full-size combination hard/soft outside spare tire cover	S	S	S	S	-	S	S	S	-	-	S	-
Color-keyed full-size hard-shell outside spare tire cover	-	-	-	-	S	-	-	-	S	S	-	S
Color-keyed fender flares	-	-	S	-	S	S	-	S	S	S	S	S
Color-keyed rear spoiler with Center High-mount Stop lamp (CHMSL)	S	S	S	S	S	S	S	S	S	S	S	S
Washer-linked variable intermittent windshield wiper	S	S	S	S	S	S	S	S	S	S	S	S

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Standard Features and Options*

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O optional												
P part of package												
	4x2 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
Power tilt/slide moonroof with sunshade	-	-	O P	-	O P	O P	-	O P	O P	O P	O P	O P
High solar energy-absorbing (HSEA) glass	S	S	S	S	S	S	S	S	S	S	S	S
Rear privacy glass	O P	O P	S	O P	S	S	O P	S	S	S	S	S
Rear window electric defogger with timer and intermittent wiper	S	S	S	S	S	S	S	S	S	S	S	S
Rear-step bumper protector	S	S	S	S	S	S	S	S	S	S	S	S
Black roof rails and cross bars	O P	O P	O P	O P	S	O P	O P	O P	S	S	O P	S
Tow Prep Package (V6 models only) [9] with 3500-lb. towing capacity - includes upgraded radiator, fan coupling and alternator	-	-	-	O	-	-	O	O	-	O	O	O
INTERIOR												
CFC-free air conditioning with air filtration	S	S	S	S	-	S	S	S	-	-	S	-
CFC-free dual zone automatic air conditioning with air filtration, micro dust/pollen removal capability and information display	-	-	-	-	S	-	-	-	S	S	-	S
AM/FM CD player with MP3/WMA playback capability, satellite radio capability [8] and six speakers	S	S	S	S	-	S	S	S	-	-	S	-
AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability, integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription) and six speakers	O	O	O P	O	S	O P	O	O P	S	S	O P	S
JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth® with steering wheel-mounted hands-free controls [11] and nine speakers (includes subwoofer)	-	-	-	-	O P	-	-	-	O P	O P	-	O P

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- not available												
S standard												
O optional												
P part of package												
Touch-screen navigation system [12] with AM/FM CD player, XM Satellite Radio capability [8] with NavTraffic® capability [12] (requires XM receiver and XM subscription, MP3/WMA playback capability and six speakers.	-	-	O	-	O P	O	-	O	O P	O P	O	O P
Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor [13]	O	O	O	O	O	O	O	O	O	O	O	O
Auxiliary audio jack on center console	S	S	S	S	S	S	S	S	S	S	S	S
Cruise control with brake deceleration feature	S	S	S	S	S	S	S	S	S	S	S	S
Tilt/telescopic steering wheel with instrument panel display control	S	S	S	S	S	S	S	S	S	S	S	S
Urethane steering wheel	S	S	S	S	-	S	S	S	-	-	S	-
Leather-wrapped steering wheel	-	-	-	-	S	-	-	-	S	S	-	S
Leather-wrapped shift knob with metallic inlay	-	-	-	-	S	-	-	-	S	S	-	S
Unique chrome-accented shift knob with black leather-trim insert	-	-	P	-	-	P	-	-	-	-	P	-
Chrome interior door handles, parking brake tip and vent trim	-	-	P	-	-	P	-	-	-	-	P	-
Fabric-trimmed 6-way adjustable driver's seat with height adjustment and seatback pockets	S	S	S	S	S	S	S	S	S	S	S	S
Fabric-trimmed 8-way adjustable power driver's seat with power lumbar support, height adjustment and seatback pocket	-	-	-	-	O	-	-	-	O	O	-	O
Fabric-trimmed 4-way manual adjustable front passenger seat with seatback pocket	S	S	S	S	S	S	S	S	S	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	S	S	S	S	S	S	S	S	S

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- not available	4x2 RAV4 Base 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5-Speed Auto	4x2 RAV4 Limited 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5-Speed Auto	4x2 RAV4 Sport V6 SUV 5-Speed Auto	4x4 RAV4 Limited 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5-Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
S standard												
O optional												
P part of package												
Fabric-trimmed 50/50 Split & Stow 3rd Row™ seats with fold-flat-into-floor capability and height-adjustable headrests [15]	O	O	-	O	O	-	O	-	O	O	-	O
Premium Package - includes leather seating surfaces and 8-way adjustable power driver's seat with power lumbar support	-	-	O	-	O P	O	-	O	O P	O P	O	O P
120V AC power outlet	-	-	-	-	P	-	-	-	P	P	-	P
Driver and front passenger heated seats	-	-	O	-	O	O	-	O	O	O	O	O
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-off [20], HAC [2], DAC [2], Traction Control-off (TRAC), ABS, Direct Tire Pressure Monitor System (TPMS) [21], check engine, scheduled maintenance indicator and low-fuel level warning lights	S	S	S	S	S	S	S	S	S	S	S	S
Power windows with driver auto up/down with jam protection and door locks	S	S	S	S	S	S	S	S	S	S	S	S
Tonneau cover	O	O	O	O	O	O	O	O	O	O	O	O
Cargo area second-row-seat one-touch fold-flat lever	S	S	S	S	S	S	S	S	S	S	S	S
Remote keyless entry system	S	S	S	S	-	S	S	S	-	-	S	-
Smart Key System [22] with Push Button Start and remote illuminated entry	-	-	-	-	S	-	-	-	S	S	-	S
Instrument panel-mounted display with outside temperature, instantaneous and average fuel economy functions	S	S	S	S	S	S	S	S	S	S	S	S
Digital clock and gated shifter	S	S	S	S	S	S	S	S	S	S	S	S

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- not available S standard O optional P part of package	4x2 RAV4 Base 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5-Speed Auto	4x2 RAV4 Limited 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4-Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5-Speed Auto	4x2 RAV4 Sport V6 SUV 5-Speed Auto	4x4 RAV4 Limited 4-Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5-Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
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	S	S	S	S	S	S	S	S	S
Interior footwell lighting	-	-	-	-	S	-	-	-	S	S	-	S
Dual glove boxes with one-push open/close on upper glove box	S	S	S	S	S	S	S	S	S	S	S	S
10 cup/bottle holders	S	S	S	S	S	S	S	S	S	S	S	S
Door panels with integrated speakers, storage pocket and bottle holder	S	S	S	S	S	S	S	S	S	S	S	S
Two cup holders with storage pockets in wheel housing in cargo area	S	S	S	S	S	S	S	S	S	S	S	S
Illuminated entry system (key illumination, interior light, and front personal light)	S	S	S	S	S	S	S	S	S	S	S	S
Gated shifter	S	S	S	S	S	S	S	S	S	S	S	S
Two front and one cargo area 12V auxiliary power outlets	S	S	S	S	S	S	S	S	S	S	S	S
Dual sun visors with vanity mirror, sliding extensions, and roof-mounted vanity light	S	S	S	S	S	S	S	S	S	S	S	S
Rear deck storage including water-repellent foldable deck board for concealed cargo under the floor [23]	S	S	S	S	S	S	S	S	S	S	S	S
Remote fuel-filler door and hood-release levers	S	S	S	S	S	S	S	S	S	S	S	S
SAFETY												
Star Safety System™ - includes Enhanced Vehicle Stability Control (VSC) [20] with Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [24]	S	S	S	S	S	S	S	S	S	S	S	S

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Direct Tire Pressure Monitor System (TPMS) [21]	S	S	S	S	S	S	S	S	S	S	S	S
Driver and front passenger Advanced Airbag System [25]	S	S	S	S	S	S	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA) [25]	S	S	S	S	S	S	S	S	S	S	S	S
Active headrests for driver and front passenger seats [26]	S	S	S	S	S	S	S	S	S	S	S	S
3-point seatbelts in all seating positions, with adjustable front seatbelt anchors	S	S	S	S	S	S	S	S	S	S	S	S
Emergency Locking Retractor (ELR) on driver's seatbelt and Automatic/Emergency Locking Retractors (ALR/ELR) on passenger seatbelts	S	S	S	S	S	S	S	S	S	S	S	S
Front ventilated disc/solid rear disc brakes	S	S	S	S	S	S	S	S	S	S	S	S
Driver and front passenger seatbelt warning system	S	S	S	S	S	S	S	S	S	S	S	S
Jam protection for driver-side auto up/down power window	S	S	S	S	S	S	S	S	S	S	S	S
Side-impact door beams	S	S	S	S	S	S	S	S	S	S	S	S
Child-protector rear door locks	S	S	S	S	S	S	S	S	S	S	S	S
Center High-Mount Stop Lamp (CHMSL)	S	S	S	S	S	S	S	S	S	S	S	S
Child Restraint System (CRS) top tether anchors for all rear seating positions	S	S	S	S	S	S	S	S	S	S	S	S
Second-row LATCH Child Restraint System (CRS) anchors for outboard rear seating positions	S	S	S	S	S	S	S	S	S	S	S	S
Daytime Running Lights (DRL)	O P	O P	O P	O P	O P	O P	O P	O P	O P	O P	O P	O P
Front energy-absorbing crumple zone	S	S	S	S	S	S	S	S	S	S	S	S

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Soft energy-dissipating interior trim	S	S	S	S	S	S	S	S	S	S	S	S
Engine immobilizer [27]	S	S	S	S	S	S	S	S	S	S	S	S
Collapsible steering column	S	S	S	S	S	S	S	S	S	S	S	S

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RAV4 Packages and Options

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

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

Tonneau cover

AM/FM 6-disc in-dash CD changer with MP3/WMA capability, integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription) 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 [26]

Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor [13]

Tow Prep Package [9] (V6 model only)

- 3500-lb. towing capacity
- Upgraded radiator
- Upgraded fan coupling
- Upgraded alternator

Base Extra Value Package (4-cylinder models only)

- Savings of up to \$570
- Daytime Running Lights (DRL)
- 17-in. 5-spoke styled steel wheels with P225/65R17 tires
- Full-size spare tire on 17-in. steel wheel
- Black roof rails and cross bars
- Rear privacy glass (on rear side, quarter and rear door window)

Base Extra Value Package (V6 models only)

- Savings of up to \$570
- Daytime Running Lights (DRL)
- Black roof rails and cross bars
- Rear privacy glass (on rear side, quarter and rear door window)

RAV4 Sport Packages and Options

AM/FM 6-disc in-dash CD changer with MP3/WMA capability, integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription) 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 [15]

JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth® [11] and nine speakers (includes subwoofer)

Touch-screen navigation system [12] with AM/FM CD player, XM Satellite Radio capability [8] with NavTraffic® capability [12] (requires XM receiver and XM subscription, MP3/WMA playback capability and six speakers.

Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor [13]

Auto on/off headlamps

Power tilt/slide moonroof with sunshade

Premium Package

- Leather seating surfaces
- 8-way adjustable power driver's seat with power lumbar support
- Driver and front passenger multi-stage seat heaters

Sport Appearance Package (V6 4WD and 4-cylinder 2WD models only) [6] [28]

- Unique rear door with chrome accents
- Run-flat tires (deletes four standard tires, spare tire, spare tire cover from rear of vehicle and black rear bumper slip protector)
- Unique RAV4 and Sport badging
- Stainless steel exhaust tip
- Color-keyed foldable power heated outside mirrors with turn-signal indicators
- Leather-wrapped shift knob with stainless steel insert
- Chrome interior door handles
- Chrome parking brake tip and vent trim
- Unique doorsill covers

Tow Prep Package [9] (V6 models only)

- 3500-lb. towing capacity
- Upgraded radiator
- Upgraded fan coupling
- Upgraded alternator

Options*

2010 **RAV4**



Sport Extra Value Package

- Savings up to \$1000
- 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 [10] (includes 90-day trial subscription) MP3/WMA playback capability and six speakers

RAV4 Limited Packages and Options

Daytime Running Lights (DRL)

Fabric-trimmed 50/50 Split & Stow 3rd Row™ seats with fold-flat-into-floor capability and height-adjustable headrests [26]

JBL® AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio [10] receiver (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth® [11] and nine speakers (includes subwoofer)

Touch-screen navigation system [12] with AM/FM CD player, XM Satellite Radio capability [8] with NavTraffic® capability [12] (requires XM receiver and XM subscription, MP3/WMA playback capability and six speakers.

Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor [13]

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

Power tilt/slide moonroof with sunshade

Premium Package [18]

- Leather seating surfaces
- 8-way adjustable power driver's seat with power lumbar support
- Driver and front passenger multi-stage seat heaters

Tow Prep Package [9] (V6 models only)

- 3500-lb. towing capacity
- Upgraded radiator
- Upgraded fan coupling
- Upgraded alternator

Limited Extra Value Package #1

- Savings of up to \$2000
- Daytime Running Lights (DRL)

- Power tilt/slide moonroof with sunshade
- JBL® AM/FM 6-disc CD changer with integrated XM Satellite Radio [10] (includes 90-day trial subscription), MP3/WMA playback capability, hands-free phone capability via Bluetooth® [11] and nine speakers (includes subwoofer)
- 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

Limited Extra Value Package #2

- Savings of up to \$2000
- Daytime Running Lights (DRL)
- Power tilt/slide moonroof with sunshade
- Touch-screen navigation system [12] with AM/FM CD player, XM Satellite Radio capability [8] with NavTraffic® capability [12] (requires XM receiver and XM subscription, MP3/WMA playback capability, satellite radio capability [9], and six speakers
- 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

Specifications

2010 **RAV4**



	4x2 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
MSRP**	\$21,500	\$22,900	\$23,200	\$23,535	\$24,490	\$24,600	\$24,935	\$25,130	\$25,880	\$26,410	\$26,530	\$27,810
Model Number	4430	4432	4440	4431	4450	4442	4433	4441	4452	4451	4443	4453
MECHANICAL												
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	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		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		
Emission Rating	ULEV-II											
Ignition	Electronic, with Toyota Direct Ignition (TDI)											
Transmission	4-speed Electronically Controlled Automatic Transmission (ECT)			5-speed Electronically Controlled Automatic Transmission (ECT)	4-speed Electronically Controlled Automatic Transmission (ECT)		5-speed Electronically Controlled Automatic Transmission (ECT)		4-speed Electronically Controlled Automatic Transmission (ECT)	5-speed Electronically Controlled Automatic Transmission (ECT)		
Body Construction	Unitized body											
Drivetrain	Front engine front-wheel drive	Electronic On-Demand 4-wheel drive (4WD)	Front engine front-wheel drive			Electronic On-Demand 4-wheel drive (4WD)		Front engine front-wheel drive	Electronic On-Demand 4-wheel drive (4WD)	Front engine front-wheel drive	Electronic On-Demand 4-wheel drive (4WD)	
Front Suspension	Independent MacPherson strut with stabilizer bar and hydraulic shock absorbers											
Rear Suspension	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/N/A		34.8/36.8	34.8/N/A		34.8/36.8	34.8/N/A	34.8/36.8	34.8/N/A		34.8/36.8	34.8/N/A
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 [24]											

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **RAV4**



	4x2 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
Vehicle Stability Control (VSC) [20] with Traction Control (TRAC)	Standard											
Hill Start Assist Control (HAC) [2]	Option			Standard	Option		Standard		Option	Standard		
Downhill Assist Control (DAC) [2]	Optional [3]			Standard	Optional [3]		Standard		Optional [3]	Standard		
EXTERIOR DIMENSIONS (in.)												
Overall height (without/with roof rack)	66.3/68.7											
Height with available third-row seats (without/with roof rack)	66.5/69.1		N/A	66.5/69.1		N/A	66.5/69.1	N/A	66.5/69.1		N/A	66.5/69.1
Overall width	71.5		73.0 (with overfender)	71.5	73.0 (with overfender)		71.5	73.0 (with overfender)				
Overall length	181.9											
Wheelbase	104.7											
Track (front/rear)	61.4/61.4		61.8/61.4	61.4/61.4				61.8/61.8	61.4/61.4		61.8/61.8	61.4/61.4
INTERIOR DIMENSIONS - front/middle/rear (in.)												
Head room without moonroof	40.8/39.7/37.2		40.8/39.7/N /A	40.8/39.7/37.2		40.8/39.7/N /A	40.8/39.7/3 7.2	40.8/39.7/N /A	40.8/39.7/37.2		40.8/39.7/N /A	40.8/39.7/3 7.2
Head room with moonroof	N/A		39.5/39.7/N /A	N/A	39.5/39.7/3 7.2	39.5/39.7/N /A	N/A	39.5/39.7/N /A	39.5/39.7/37.2		39.5/39.7/N /A	39.5/39.7/3 7.2
Shoulder room	57.1/55.3/52.6		57.1/55.3/N /A	57.1/55.3/52.6		57.1/55.3/N /A	57.1/55.3/5 2.6	57.1/55.3/N /A	57.1/55.3/52.6		57.1/55.3/N /A	57.1/55.3/5 2.6
Hip room	53.8/52.4/43.3		53.8/52.4/N /A	53.8/52.4/43.3		53.8/52.4/N /A	53.8/52.4/4 3.3	53.8/52.4/N /A	53.8/52.4/43.3		53.8/52.4/N /A	53.8/52.4/4 3.3
Leg room	41.8/38.3/30		41.8/38.3/N /A	41.8/38.3/30		41.8/38.3/N /A	41.8/38.3/3 0	41.8/38.3/N /A	41.8/38.3/30		41.8/38.3/N /A	41.8/38.3/3 0
OFF-HIGHWAY												
Approach/departure angle (degrees)	29/25											
Ground Clearance (in.)	7.5											
CAPACITIES												
Curb weight (lb.)	3360	3494	3435	3529	3439	3569	3670	3560	3576	3560	3699	
Towing capacity [9] (lbs.)/with Tow Prep Package	1500			2000/3500	1500		2000/3500		1500	2000/3500		

Specifications

2010 **RAV4**



	4x2 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Sport 4- Cyl SUV 4-Speed Auto	4x4 RAV4 Base V6 SUV 5- Speed Auto	4x2 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited 4- Cyl SUV 4-Speed Auto	4x2 RAV4 Limited V6 SUV 5-Speed Automatic	4x4 RAV4 Sport V6 SUV 5- Speed Auto	4x4 RAV4 Limited V6 SUV 5-Speed Auto
Gross Vehicle Weight Rating - (GVWR) (lbs.)/with third-row seats	4430/4730	4535/4865	4430/N/A	4600/4895	4430/4730	4535/N/A	4720/5015	4600/N/A	4535/4865	4600/4895	4720/N/A	4720/5015
Cargo volume [29] (cu. ft.) front/middle/rear seats	73.0/36.4/N/A											
Cargo volume [29] (cu. ft.) with third- row seats	73.0/37.2/12.3		N/A	73.0/37.2/12.3		N/A	73.0/37.2/1 2.3	N/A	73.0/37.2/12.3		N/A	73.0/37.2/1 2.3
Fuel tank (gal.)	15.9											
TIRES												
P215/70R16	Standard		N/A									
P225/65R17	Optional		N/A	Standard		N/A	Standard	N/A	Standard		N/A	Standard
P235/55R18	N/A		Standard	N/A		Standard	N/A	Standard	N/A		Standard	N/A
Type	All-Season steel-belted radial blackwalls		All-Season steel-belted radial blackwalls [5]	All-Season steel-belted radial blackwalls		All-Season steel-belted radial blackwalls [5]	All-Season steel-belted radial blackwalls				All-Season steel-belted radial blackwalls [5]	All-Season steel-belted radial blackwalls
Spare	Full-size											
MPG												
Miles Per Gallon (city/highway) [30]	22/28	21/27	22/28	19/27	22/28	21/27	19/26	19/27	21/27	19/27	19/26	

Accessories

2010 **RAV4**



EXTERIOR ACCESSORIES



Body Side Moldings
\$199 Installed MSRP*



Hood Protector
\$135 Installed MSRP*



Mudguard
\$99 Installed MSRP*



Towing Receiver Hitch
without Tow Package
\$750 Installed MSRP*



Wheel locks
\$81 Installed MSRP*

INTERIOR ACCESSORIES



Auto Dimming Mirror
\$330 Installed MSRP*



BLU Logic® Hands-free
System
\$299 Installed MSRP*



Cargo Liner
\$139 Installed MSRP*



Cargo Net
\$49 Installed MSRP*



Cargo Tote
\$40 Installed MSRP*



Cargo Tray
\$109 Installed MSRP*

Image not available

Carpet Floor Mats
\$109 Installed MSRP*



Carpet Floor Mats/Cargo Mat
\$199 Installed MSRP*

Image
Not Available



Door Sill Enhancements
\$159 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



iPod® Interface
\$299 Installed MSRP*



Remote Start
\$529 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 **RAV4**



Sport Pedals by OBX Racing
\$85 Installed MSRP*



VIP RS3200+ Security
System
\$359 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



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).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

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 time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

- [1] 4-wheel drive (4WD) models only. Automatically disengages at speeds above 25 mph.
- [2] Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. 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.
- [3] Standard on models equipped with V6 engine or 4-cylinder model equipped with 50/50 Split & Stow 3rd Row™ seats.
- [4] Standard on 4-cylinder models, not available with 50/50 Split & Stow 3rd-Row™ seats.
- [5] The Sport Appearance Package replaces the standard tires with run-flat tires and does not include a spare tire or spare tire cover.
- [6] 4-cylinder Sport models equipped with Sport Appearance Package will become available early 2010.
- [7] Available in Sport Appearance Package. 4WD V6 model only
- [8] Satellite radio requires XM- or Sirius-compatible receiver 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 or www.sirius.com. Available only in the 48 contiguous United States.

[9] 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.

[10] On Limited models only - Deletes standard AM/FM 6-Disc In-Dash CD Changer and Integrated XM Satellite Radio and the 90 day trial subscription

[11] The phones on this site have been tested for Bluetooth® 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 hardware, 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] 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.

[14] Requires Privacy glass or Base Extra Value Package.

[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 multi-purpose cargo net with support poles. Deletes rear deck cover and cargo area second-row seats one-touch fold-flat lever.

[18] Not available with 50/50 Split & Stow 3rd Row™ seats.

[19] Requires available leather-trimmed seats.

[20] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[21] 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.

[22] 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.

[23] Water-repellent deck board not available with fabric-trimmed 50/50 Split & Stow 3rd-Row™ seats on Base and Limited models.

[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-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[26] Active headrests can help prevent or limit 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 perform high security key services at www.aloa.org.

[28] On Limited models only - Deletes standard AM/FM 6-Disc In-Dash CD Changer and Integrated XM Satellite Radio and the 90 day trial subscription

[29] Cargo and load capacity limited by weight and distribution.

Warranties / Disclaimers

2010 **RAV4**



[30] 2010 EPA-estimated mileage. Actual mileage will vary.

[31] 2009 EPA-estimated mileage. Actual mileage will vary.

[32] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

[33] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **RAV4**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>