

2021 **RAV4 Prime**



The ultimate power move.

Say hello to RAV4 Prime — our most powerful RAV4 yet, with 302 combined net horsepower, cutting-edge tech and a whole lot more. This sporty SUV is ready to devour wide-open stretches of highway, conquer your favorite mountain road and take on everything in between. Standard AWD offers the stability you want to help power through slippery surfaces, rough roads or your favorite set of corners. And with its advanced plug-in hybrid powertrain and EV-only capability, RAV4 Prime is as intelligent as it is stunning.

RAV4
PRIME

Charged-up performance.

Yes, it is as quick as it looks. Thanks to RAV4 Prime's advanced plug-in hybrid powertrain and AWD system, this SUV can rocket from 0-60 mph in just 5.7 seconds! Available paddle shifters help give you extra control, adding even more fun to your drive.



LOOKS THAT THRILL

When you've got it, flaunt it. In addition to its available 19-in. alloy wheels and available two-tone exterior paint colors, RAV4 Prime's exclusive front end features a unique front lower spoiler and available vertical LED accent lights.

TWO WAYS TO STAY IN CHARGE

City trips. Road trips. No problem. When fully charged, RAV4 Prime can deliver up to 42 miles of EV-only driving.² And with its ability to seamlessly switch between hybrid and EV modes, it's ready to keep the excitement going with an EPA-estimated 94 MPGe.³





PREMIUM COMFORT

A dynamic drive deserves an equally dynamic interior. Sport-contoured heated front seats come standard and are available in black SofTex®4 trim with red contrast stitching. And, for the driver, the steering wheel and shift knob are wrapped in soft leather.



A DRIVER'S SPACE

RAV4 Prime's cabin is tailored for the spirited drive, with everything designed to help keep you in full control. An available 9-in. multimedia display hosts ample tech, like smartphone-compatible features that allow for an intuitive experience. And an available Head-Up Display (HUD) puts key driving information right on the windshield, so you can keep your eyes on the road ahead.



Colors*

SE models



Midnight Black Metallic

Blueprint



Supersonic Red⁸

Magnetic Gray Metallic



Silver Sky Metallic

Super White

XSE models



Blueprint/Midnight Black Metallic roof

Supersonic Red/Midnight Black Metallic roof⁸



Magnetic Gray Metallic/Midnight Black Metallic roof

Silver Sky Metallic/Midnight Black Metallic roof



Blizzard Pearl/Midnight Black Metallic roof⁸

Trims*



SE fabric shown in Black



XSE SofTex^{®4} shown in Black/Red



XSE SofTex^{®4} shown in Black

*Not all colors and trims are available on all models and grades. Availability is subject to change. See dealer for details.

Prototype shown with options. 1. Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers. 2. EPA-estimated 42-mile all-electric driving range when fully charged for 2021 RAV4 Prime. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. 3. EPA-estimated 94 combined MPGe for 2021 RAV4 Prime. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric operation. Manufacturer-estimated 38 combined gas-only mpg. Use for comparison purposes only. Your MPGe/MPG will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. 4. SofTex[®] is a registered trademark of Toyota Motor Sales, U.S.A., Inc. 5. Vehicle user interface is a product of Google and its terms and privacy statement apply. To use Android Auto on your audio display, you'll need an Android Auto compatible vehicle and Android phone. For phone compatibility visit: <https://www.android.com/auto/>. Requires compatible smartphone connected with an approved data cable into the USB media port, and data plan rates apply. Apps and services vary by phone carrier and are subject to change at any time without notice. Android, Android Auto and Waze are trademarks of Google. 6. Apps and services are subject to change at any time without notice. Data charges may apply. Apple CarPlay[®] functionality requires a compatible iPhone[®] connected with an approved data cable into the USB media port. Apple CarPlay[®] is a registered trademark of Apple Inc. 7. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Certain functions require adequate signal strength and smartphone technology/connectivity. Not all Amazon Alexa functionality is available for in-vehicle use. See applicable app for details. Download of the Toyota+Alexa app is required to begin in-vehicle use of Alexa. Data charges may apply for certain functions. Apps, prices and services subject to change at any time without notice. To learn more, go to <https://www.toyota.com/audio-multimedia>. To learn more about Toyota's data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvt/>. 8. Extra-cost color.

