



















TOYOTA I love what you do for me

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When you buy a Toyota product, you can count on excellent quality, reliability and peace of mind—
the foundation upon which we have built our reputation. But we believe that peace of mind should not
be limited to our products. You can expect the same confidence in our services as you do in our vehicles—from the moment you consider a Toyota and throughout your entire ownership experience.

And it all begins with information. If you would like to learn more about our products, or want to share comments and opinions, you can contact our Toyota Customer Assistance Center at 1-800-331-4331. Or you may want to visit @Toyota, our informative interactive website (http://www.toyota.com).

And once you've studied the facts, your choice should be easy...as easy as purchasing a Toyota. With Toyota Motor Credit Corporation, you can count on low monthly payments, 24- to 60-month loans and competitive finance rates.

What's more, if you purchase Toyota's Guaranteed Auto Protection, we will help
you with your lease or loan payments if your vehicle is lost to an accident or theft. And Toyota Credit
Life Insurance and Credit Disability Insurance can help protect your family's financial security by
paying your lease or loan payments if you're not able to do so.

And when we hand you the keys to your new Toyota, you'll be getting the support of more than 1,195 full-service dealerships with state-of-the-art service centers staffed by Toyota-trained technicians and a parts department that's linked to our enormous new distribution center. So if you should ever need parts, don't worry; we'll get them fast.

Of course, you can expect more from your vehicle and its parts when you follow a regular schedule of preventive maintenance. And the **Toyota Auto Care** program makes it easy and economical with scheduled oil and filter changes, 19-point inspections and 24-hour roadside assistance—all available from your participating Toyota dealer.

However, if something should go wrong with your new Toyota, rest assured. It's protected by excellent warranties (see page 26 for details) and you can extend your protection with Toyota Extra Care, our factory-backed vehicle service agreement.

For nearly 40 years, we at Toyota U.S.A. and our dealer network have been an integral part of America's economy and social fabric. However, we won't be resting on our laurels. Instead, we have dedicated ourselves to your peace of mind...with products of the highest quality and reliability. And services to match. From beginning to end, you can expect the best from Toyota.



OUR REPUTATION

Toyota quality and reliability.

STYLING

There's nothing else quite like it, outside...

11 INTERIOR ...or in.

14 VERSATILITY

How'd they get so much room in such a compact package:

17 PERFORMANCE

Fun, maneuverable, smooth.

18 SAFETY

Designed for the unexpected.

20 ENGINEERING

Exposé — RAV4 seen through X-ray glasses.

23 PERSONALIZATION

Are you the Rugged or the Active type?

25 COLORS AND FABRIC

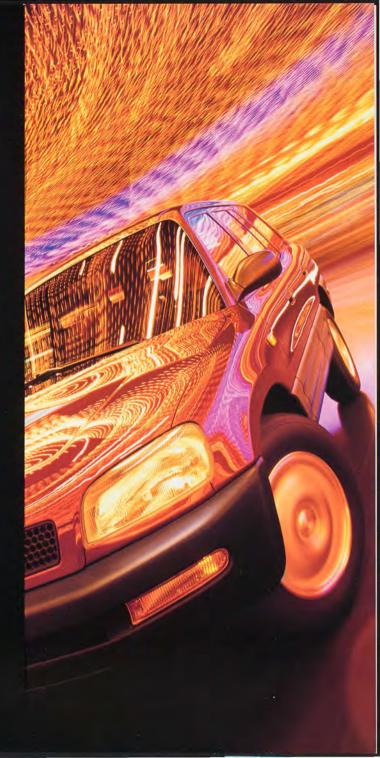
Plenty of choices.

25 OPTIONS AND ACCESSORIES

2 6
WARRANTIES AND FEATURES
We've got you covered.

27 SPECIFICATIONS

All you need to know.



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RAV4

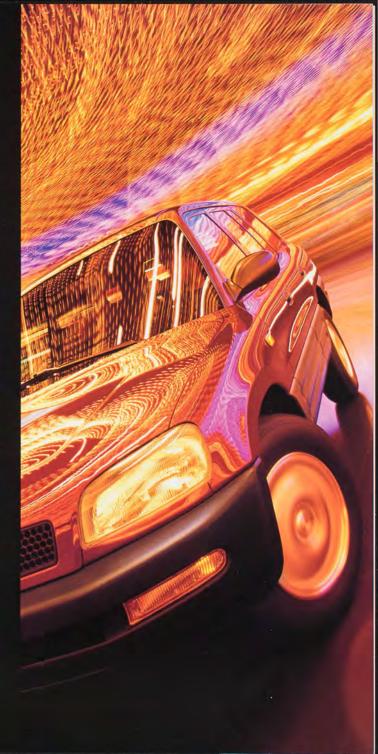
QUALITY AND RELIABILITY

OUR REPUTATION

ere in the U.S., the RAV4 is barely one year old but it's backed by years of Toyota tradition—a long history of quality and reliability. And, as one would expect, the RAV4 respects tradition. The evidence is obvious.

Fit and finish are exceptional. The space between body panels is practically nonexistent. And the paint has the deep luster of a show car. Inside, the materials are high quality and according to Car and Driver, "the whole thing is stitched together as tightly as a baseball." You can feel the quality and reliability in the short, crisp throws of its 5-speed shifter, in the quick, precise response of its rack-and-pinion steering and the quiet, solid ride of its strong unitized body and fully independent suspension.

But words can only do so much. To appreciate
the fruits of this time-honored tradition, you've got to
drive a RAV4.



There's nothing else quite like it. It's not just a car, not just a sport utility vehicle.



It's in a category by itself. With front-wheel

drive or full-time 4WD, two doors or four, tall tires on optional alloy wheels, large sculpted headlamps and more curves than a mountain road. Big windows, tall roof, broad body. And on the lower half, a wide band of cladding defies dings from rocks, doors and shopping carts. Car and Driver says: "Proportionately huge tires, positioned at the extreme edges of the body, give the RAV4 a tough and muscular look absent in any other mini-SUV." It's the RAV4 and it's everything you want it to be.

*Car and Driver, April 1996.



RAV4's fresh styling is appropriate attire for any occasion.

RAV4 is ready to meet the needs of an active lifestyle. On the 2-Door, you can opt for dual sunroofs, or a power moonroof on the 4-Door.



Unique 5-spoke aluminum alloy wheels, wide, low-profile tires, a front suspension brace and integrated fender flares are available on 4WD models. The brace stiffens the chassis for better handling and more responsive steering.















Optional cruise control, power windows and door locks** and standard dual overhead maplights put convenience





RAV4 2-Door interior shown with optional equipment.

"Gar and Driver, April 1996.
""Power windows and door locks are part of the optional Upgrade Package.



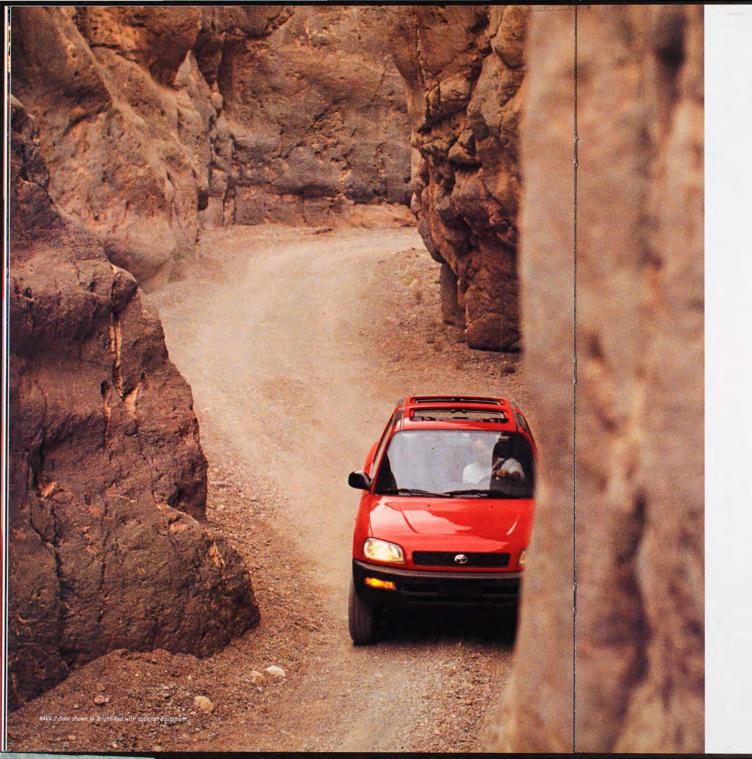


To illustrate the versatility of the RAV4, we conducted a timed scavenger hunt with two couples and two RAV4s—a 2-Door and a 4-Door. The 2-Door guys used some ingenuity and one of their optional sunroofs to accommodate a totem pole. And by folding down the rear seats, they increased cargo space to 34.7 cu. ft.—enough room for a thigh toner and a life-size piggy bank. Seats-up in the 4-Door makes 26.8 cu. ft. of space and a spacious 57.9 cu. ft. with rear seats folded down. Or, when you need to carry passengers and cargo, you can do so by simply folding down one rear seatback. And the available roof rack holds even more. Treasure hunters and other cargo carriers will also appreciate the convenience of the RAV4's wide cargo opening and low liftover height. Scavengers, start your engines.



To maximize space for Speedy and his coveted bones, we folded the rear seats flat against front seatbacks. The large rear door opens wide for easy loading and unloading. The Rottweller, however, is Speedy's problem.







"The RAV is quick and agile in traffic and hums along as straight and steady as a cruise missile on the freeway."*

"Rally car performance, Camry-like quality."* In a recent comparison of four mini sport utility vehicles, Car and Driver chose the RAV4 over the Geo Tracker LSi, the Suzuki X-90 and even the second-place Jeep Wrangler Sport. "The RAV4," they said, "was clearly the most fun to drive of the bunch....On pavement, where these vehicles spend most of their time, the RAV was clearly superior. On semi-tough stuff like washboard roads and dirt trails, the RAV equaled the Jeep in performance and surpassed it in comfort....Of all these mini-utes, it is the one that a person could own as an only car without regret or compromise." Cool.

*Car and Driver, July 1996.



RAV4's available full-time 4WD is a big help when the road suddenly turns slippery.

Front-wheel drive or full-time 4WD, the RAV4's exceptional ride and handling benefit from its fully independent suspension.









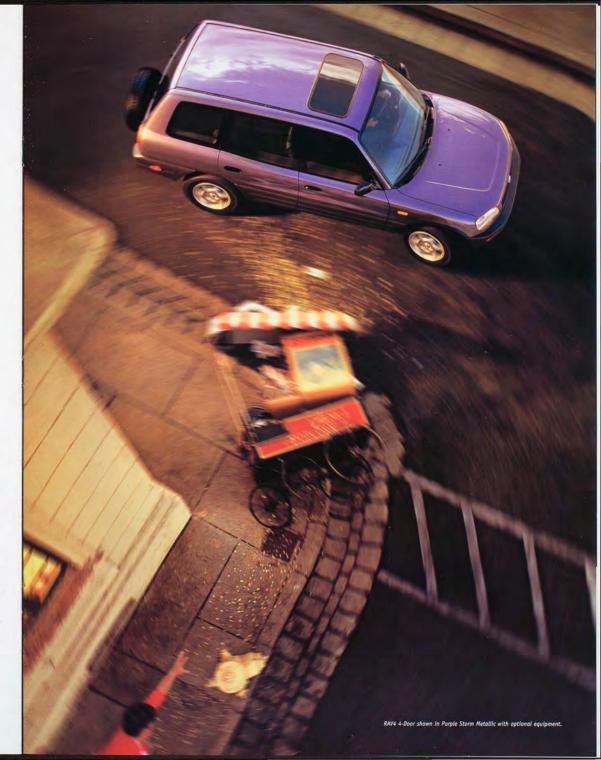
Whether it's a runaway popcorn cart or a little old lady with an attitude, RAV4 is designed with your safety in mind. Large power-assisted front ventilated disc/rear drum brakes with optional 4-wheel ABS help assure quick, skid-resistant stops. A responsive 120-hp twin-cam engine, quick power-assisted rack-and-pinion steering and precise handling can help you get out of harm's way. And when that's not possible, it's nice to know that you have dual air bags, side-door impact beams and strategically placed impact-absorbing structural reinforcements. Together, they all add up to something you won't find on the window sticker, yet it's standard equipment on every Toyota. And that's peace of mind.

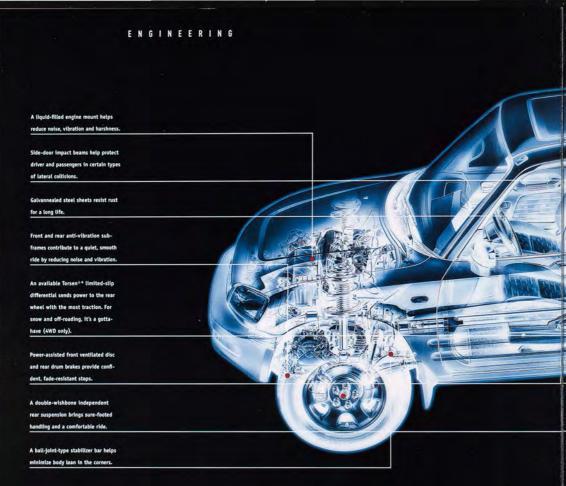


Tall, wide windows and a high seating position produce 82 degrees of frontal visibility, and that's a big plus at the drive-in or on the road.



RAV4's driver-side and front passenger-side air bags are a Supplemental Restraint System (SRS) designed to inflate in a severe frontal collision. In all other accidents, seatbelts offer primary protection, and the air bags will not inflate. Do not sit or place objects close to an air bag. To minimize the risk of severe injury or death in all types of crashes, seatbelts must be worn at all times by all vehicle occupants. Do not use rearward-facing child seat in any front-passenger seat. The force of a deploying air bag SRS may cause serious injury. For more information on air bags and instructions on child seat usage, see the Owner's Manual.







A pair of X-ray glasses exposes the RAV4 for what it really is: A model of innovation. Antivibration sub-frames, a triple-jointed drive shaft and generous use of sound-dampening panels
contribute to RAV4's smooth, comfortable ride, as do the fully independent front and rear
suspensions. RAV4 and the \$45,000 Hummer are the only vehicles in this category to have
both. RAV4—the more you get under its skin, the more it gets under yours.



RAV4's 2.0-liter, twin-cam 4-cylinder with electronic fuel injection (EFI) produces most of its 125 lb.-ft. of torque at low rpm so its acceleration and fuel mileage are impressive.**

*Torsen is a registered trademark of DK Gleason Inc.
**For details, see EFA mileage statement on page 27.



The independent rear suspension features coil springs supported by double wishbones with trailing arms and low-pressure gas shocks.



Ventilation slots between inner and outer sides of front brake rotors (shown at left) help reduce the heat that causes brake fade. Optional limited-slip rear differential (shown at right) improves traction for better cornering (4WD only).



PERSONALIZATION



This Sequoia Green Metallic 2-Door features the sporty graphics and hard spare tire cover of the Style Package.

In addition to a long list of options and accessories (pages 25 and 26), you can personalize your RAW4 even further with one of four great packages—the Rugged, Active, Style or Convenience Package. If you're the adventurous type, or maybe you just want to look the part, the Rugged Package may be just what you're looking for. The examples on your left include aggressive fender flares, side sport bars and bodyside graphics (2-Door) or cladding graphics (4-Door). Or maybe you'd like the extra carrying capacity of the Active Package or the sporty looks of the Style Package. And on the inside, there's the Convenience Package—floor mats, a center console and detachable storage bags for the rear door. There's something here for just about everybody. And the choice is yours.

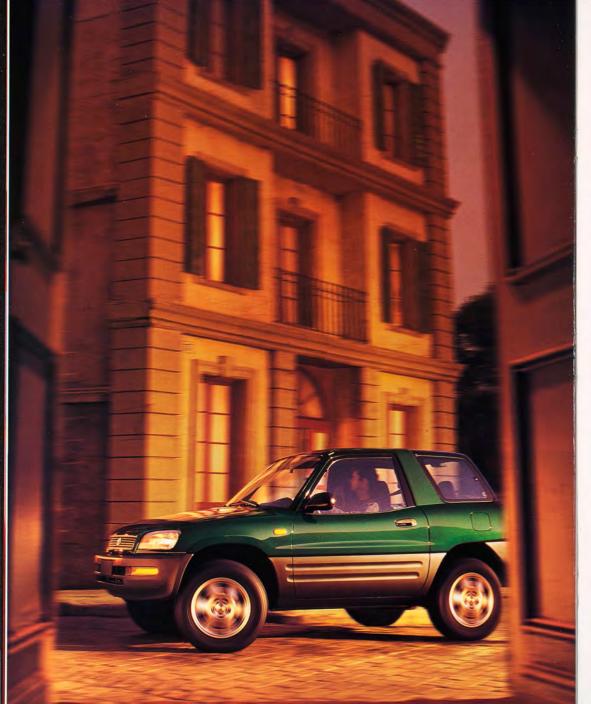


The Active Package includes cladding stripes, a hard spare tire cover, a snap-on roof rack and a rear step bumper/tow hitch.*

"Baller ball, ball mount kit and wiring harness sold separately. Shown with aftermarket bicycle tack attachment.







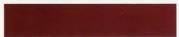
RAV4 2-Door shown in Sequoia Green Metallic with optional equipment.

Alpine Silver Metallic

Natural White



Bright Red (2-Door only)



Prussian Red Pearl (4-Door only)

Confetti Blue Metallic



Purple Storm Metallic



Ocean Mist Metallic



Thanks to our large collection of Genuine Toyota Options and Accessories, you can create your own RAV4. And because each is designed expressly for your vehicle, you can be assured of getting the proper fit and function and all the quality and dependability you'd expect from a Toyota product. The fun part is up to you. But remember, Toyota vehicles are built with popular option combinations. Not all options are available separately. For assistance, see your Toyota dealer. He or she can help you locate the RAV4 that's right for you.



Help protect your RAV4 with the Toyota Vehicle Intrusion Protection (V.I.P.) System RS-3000 accessory. When activated, it disables the starter and protects all entry points. Included is a glass-breakage sensor and a remote transmitter that arms/disarms the unit and locks/unlocks** the doors from up to 30 feet away.



Snug-fitting mask helps protect front end from bug stains, sand and minor road debris. Soft flannel lining won't chafe paint.



Program hours of continuous music with the 6-Disc CD Changer accessory. Functions include random play and track select.



only look great, they also improve handling by reducing unsprung weight.

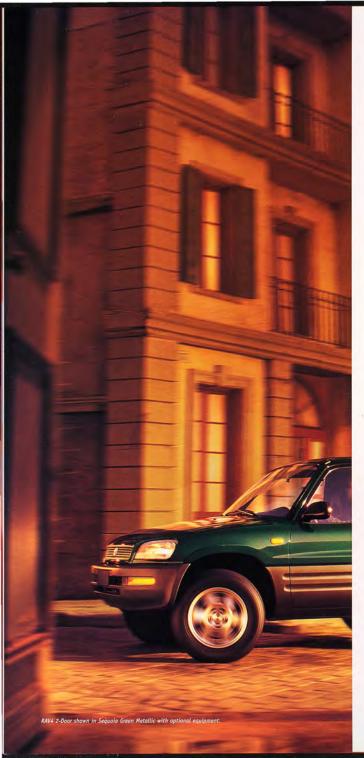
3-spoke aluminum alloy wheels not

"Trailer ball, hall mount kit and wiring harness sold separately. ""Requires the optional Upgrade Package.

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2-Door Fabric in Black



4-Door Fabric in Gray



Sporty rear step bumper helps provide an easy reach to accessory roof rack. And incorporated into the bumper is a hitch receiver.*



Choose from either the single-disc Compact Disc Deck or Toyota's 3D CD (3-disc in-dash changer) which lets you enjoy three discs in a row.

Carpeted floor mats

Keyless Entry System²

Luggage carrier attachment Rear step bumper/tow hitch

3-spoke aluminum alloy wheels

Toyota Vehicle Intrusion Protection

(V.I.P.) System S-10001 and RS-30004

Cargo net

Toyota 3D CD (3-disc in-dash changer) 6-Disc CD changer (cargo area-mounted)

Electronically-Yared Radio.

"Can be considered with loyers Webcle Intervalon Protection (X.I.P.) System 5-1000; requires Upgrade Package.

"An be combined with loyers Entry System.

"Requires Upgrade Package.

Center console

Tires kick up mud, stones and snow. Mudguards deflect it away from paint.

ACCESSORIES

Cargo mat

Mudguards

CFC-free air conditioning

Rear door storage bags

Removable roof rack

Ski rack attachment Spare tire cover

Aluminum alloy or steel wheel locks

Auto-reverse Cassette Deck with Dolby®

Mid-line ETRI/Cassette with 4 speakers Compact Disc Deck



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"Trailer ball, ball mount kit and wiring harness sold separately.
**Requires the optional Upgrade Package.

Every Toyota Car and Truck has excellent warranty coverage. However, given Toyota's worldwide reputation for quality, reliability and dependability, you may never find out just how good our new vehicle warranty really is. But, should you ever need It, we've definitely got you covered: Basic Coverage: All components other than normal wear and maintenance items are covered for 36 months/ 36,000 miles.

Powertrain Coverage: Your engine. transmission/transaxle, front-wheel drive, rear-wheel drive, seathelts and air bags are covered for 60 months/ 60,000 miles.

Rust-through Coverage: Corrosion perforation of sheet metal is covered for 60 months/unlimited miles.

Service Adjustment Coverage: Components that may have been improperly adjusted at the factory are covered for 12 months/12,500 miles (24 months/18,000 miles in New

York state). Federal Emission Defect Coverage: Federal emission components are

covered for 36 months/36,000 miles. A Federal Emission Performance Warranty applies to those vehicles registered in states and local jurisdictions that require a periodic EPA-approved inspection and main-

tenarice program. California and Massachusetts Emission Coverage: Additional emis-

sion warranties may apply to vehicles sold new in these states.

Service Part or Accessory Warranty covers any Toyota-approved part or accessory for 12 months and unlimited miles. If the vehicle has more than 12 months left on its basic warranty and the part or accessory is installed by a Toyota dealer, then it benefits from the same coverage as the vehicle. Car covers, however, are limited to 12 months and batteries are pro-rated after 12 months.

See your Toyota dealer for details about the new vehicle warranty. In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs.

RAV4	2-Door	2WD 4-Door	4WD 2-Door	4WD 4-Door
EXTERIOR				
Aerodynamic sealed beam halogen headlamps				
Dual black outside mirrors				
Dual sunroofs with inside door storage clips		_		_
Power glass moonroof	_			
Front towing hook				
16" styled steel wheels P215/70R16 tires				
6-spoke 16" aluminum alloy wheels with P215/70R16 tires				
5-spoke 16" aluminum alloy wheels with P235/60R16 tires, fender flares and front suspension brace	-	_		
Variable intermittent front and intermittent rear wipers				
INTERIOR				
Reclining front and folding/reclining rear cloth seats with outboard headrests				
Door trim with fabric inserts, front map pockets				
Full carpeting				
CFC-free air conditioning	.01	0:	07	© 2
Cruise control				
Tilt steering wheel				
Remote hood and fuel-filler door releases				
Cup holders (three in 2-Door models; one in 4-Door models)				
Digital clock				
Rear window defogger				
Side-front window demisters				
Passenger-side vanity mirror				
Speedometer, tachometer, odometer and tripmeter; coolant temperature and fuel level gauges				
PACKAGES				
All-Weather Guard Equipment Package				
Style Package — cladding graphic and hard spare tire cover				
Active Package — cladding graphic, hard spare tire cover, roof rack and rear step bumper/tow hitch	0			
Rugged Package — bodyside graphic (2-Door) or cladding graphic (4-Door), fender flares and side sport bars				
Convenience Package — detachable rear door storage bags, center console and finor mats				
Upgrade Package — Power Package (power windows, door locks and dual outside mirrors) and tilt steering wheel	•			
AUDIO SYSTEMS				
Deluxe ETR (Electronically-Tuned Radio) with 4 speakers and antenna				
Deluxe ETR/Cassette with 4 speakers and antenna				
Compact Disc Deck	A		A .	
CD Changer—Toyota 3D CD (3-disc in-dash)			A	
CD Changer—6-Disc (cargo area-mounted)	A			

1997 RAV4 SAFETY FEATURES

Driver-side and front passenger-side air bag Supplemental Restraint System (SRS)

4-wheel Anti-lock Brake System (ABS) Front ventilated disc brakes

Child-protector rear door locks (4-Door models) Available full-time 4-wheel drive

Front and rear headrests in outboard positions

Side-door impact beams Rear proportioning valve

Adjustable driver-side and front passenger-side outboard shoulder belt

anchors (4-Door models only) 3-point shoulder belts in outboard positions

Automatic transmission shiftlock system

Integrated center high-mount stoplamp

RAV4	ZWD	2WD	4WD	4WD			
	2-Door	4-Door	2-Door	4-Door			
MECHANICAL/PERFORMANCE							
Engine	2.0-liter DOHC 16-valve EFI 4-cylinder 120 hp @ 5,400 rpm 125 lb-ft, @ 4,600 rpm						
Transmission							
5-speed manual 4-speed electronically controlled automatic	Standard Optional	Standard Optional	Standard NA	Standard Optional			
Body construction	Unitized body						
Drivetrain	Front engine, front-wheel drive (2WD) or full-time 4-wheel drive (4WD)						
Suspension	Independent MacPherson strut front suspension with stabilizer bar and hydraulic si absorbers; double-wishbone coil-spring rear suspension with hydraulic shock absor						
Steering Turning circle diameter, curb to curb (ft.)	Power-assisted rack-and-pinion 33.5 36.1 33.5 36.1						
Brakes 4-wheel Anti-lock Brake System (ABS)	Power-assisted vi Optional	entilated front disc; rear Optional	drum with load-sensir Optional	g proportioning va Optional			
EXTERIOR DIMENSIONS (IN.)							
Overall height, unloaded with optional tires	64.8	65.0	65.2 64.4	65.4 64.6			
Overall width	66.7	66.7	66.7	66,7			
with optional tires	-	-	69.3	69.3			
Overall length with optional tires	147.2	163.4	147.2 147.8	163.4 164.0			
Wheelbase	86.6	94.9	86.6	94.9			
Tread width, front/rear with optional tires	57.5/57.7	57.5/57.7	57.5/57.7 58.3/58.7	57.5/57.7 58.3/58.7			
INTERIOR DIMENSIONS FRONT/REAR (IN	(.)						
Head room	40.0/38.6	40.3/39.0	40.0/38.6	40.3/39.0			
Shoulder room	53.3/50.2	53.1/53.1	53.3/50.2	53.1/53.1			
Hip room	55.8/39.6	55.9/56.0	55.8/39.6	55.9/56.0			
Leg room	39.5/33.9	39.5/33.9	39.5/33.9	39.5/33.9			
OFF-HIGHWAY							
Approach/departure angle (degrees) with optional tires	37/40	37/28	38/41 35/38	38/28 35/27			
Minimum running ground clearance (in.) with optional tires	7.3	7.3	7.7 7.0	7.5 6.7			
Locking center differential Limited slip differential	NA NA	NA NA	Standard ⁴ Optional	Standard* Optional			
Underbody protection	Skid plates under transfer case and fuel tank on 4WD models						
WEIGHTS AND CAPACITIES							
Curb weight, manual/automatic (lbs.)	2,469/2,513	2,612/2,657	2,646/NA	2,789/2,855			
Gross Vehicle Weight Rating — GVWR (lbs.)	3,472	3,858	3,505	3,891			
Payload,5 manual/automatic (lbs.)	1,003/959	1,246/1,234	859/NA	1,102/1,036			
Towing capacitys (lbs.)	1,500	1,500	1,500	1,500			
Cargo capacity, rear seatbacks up/down (cu. ft.)	9.3/34.7	26.8/57.9	9.3/34.7	26.8/57.9			
Fuel tank (gals.)	15.3	15.3	15.3	15.3			
TIRES							
Size	P215/70R16 (P23	5/60R16 optional on 4W	0 models ¹)				
Type	All-Season steel-belted radial blackwalls						
Spare	Full-size						
MILEAGE ESTIMATES (EPA ESTIMATED M	PS CITY/HIGHWAY	ir.					
5-speed manual overdrive	24/30	24/30	22/26	22/26			

- Standard Factory option
- ▲ Accessory
- Not available
- NA Not applicable

*Dolby is a registered trademark of Dolby Labs. Inc.

"Polity is a registred todemak of Disty Lais. Inc.
Naulitide eith Neuberhe 1986
- Alba zeitlich es an accessor;
- Bee sugs 16 in een information on KARSI driver side
- and finit gearinge- rolk air bay Supplemental Neutrini
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Castrol. Toyota's Motorsports Partner



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4-speed electronically controlled

automatic overdrive (ECT)