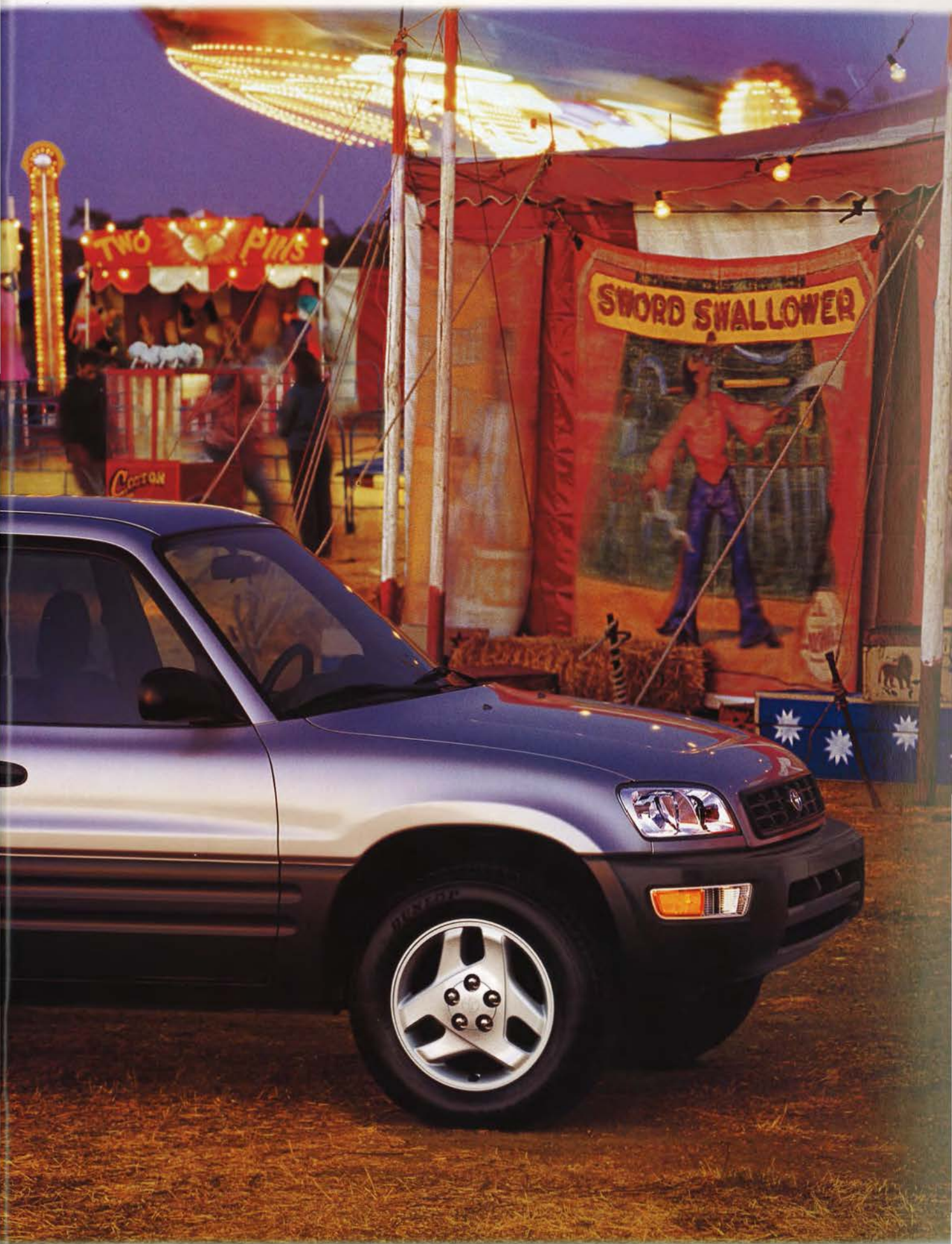


1998 TOYOTA

RAV4







RAV4 shown in Alpine Silver Metallic with optional alloy wheels, privacy glass and accessory hard spare tire cover.



In our lives, there are a few special things that **we can really count on** ...to help us accomplish all that we need to do. Things we often take for granted because they are so reliable. However, such dependability doesn't come easy. For decades, the people at Toyota have dedicated themselves to providing you with vehicles of the highest quality and reliability while adapting their products to your ever changing needs.

TOYOTA | everyday

And their perseverance has paid off. Because Toyota is now one of the **most trusted names** in the automotive world – one of the few things you can really depend on. To go where you need to go and do the things you need to do... **every day.** Today, **our commitment** is stronger than ever – not only to the production of outstanding products but to you, the consumer. **Automotive safety** and the **environment** are major concerns so we're producing more innovative technology and cleaner burning, more energy-efficient vehicles. To help you make informed choices, we developed a Web site (**www.toyota.com**) with interactive views of each model, inside and out, tips on financing and purchasing your Toyota and dealer locations with easy-to-follow maps. There's a Toyota owners' club, and, for automotive enthusiasts, an entertaining area devoted to car culture with everything from games and quizzes to family trips and travel tips. And, if you'd like to share your thoughts and opinions, call our Customer Assistance Center at **1-800-331-4331.**

So come experience a Toyota and you'll discover that there's still something you can trust – to provide you with safety, comfort and enjoyment...each and every day.

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RAV4



Our award-winning RAV4 — 2-Door or 4-Door — comes standard with a powerful 127-hp,* 2.0-liter, twin-cam, 16-valve engine, power-assisted steering and brakes, the traction of front-wheel drive or full-time 4WD, the agility of a 4-wheel independent suspension, stylish 16" wheels and a quick-shifting, 5-speed manual. There are also convenience features such as a tilt steering wheel (optional on 2-Door), intermittent front and rear wipers and a rear window defogger. For safety, RAV has driver and front passenger air bags, side-impact door beams, child-protector rear door locks (4-Door), seat belt pretensioners with force limiters and a crumple zone structure.

*125 hp in states with California emissions.

RAV4





Whether backing up, braking or turning, your intentions will be well-displayed with RAV4's redesigned rear taillamps.



Lighting the way this year are new, multi-reflector headlamps. Combined with the new front grille and redesigned bumper, they give RAV4 a fresh new face.

Not too big, not too small, just right. RAV4's designers broke old molds and fused sports car curves with rugged off-road demeanor, resulting in an artistic shape that says fun-loving

**Distinct in form, unique in proportion,
RAV4 merits scrutiny from every angle.**

adventure. From the redesigned front bumper, to the new taillamps, it's hard to find lines like these on any other vehicle. Lean and muscular, balanced proportions, RAV4 is the synergy of form, substance and function.





RAV4 shown in Black with optional 4WD Alloy Wheel Package, privacy glass and accessory Style Package.





Natural White with optional alloy wheels.



RAV4 interior shown in Gray with optional Upgrade Package and Premium ETR/CD.



With an auxiliary outlet in the cargo area, you can power up a laptop, a cell phone or anything else that requires 12 volts.



Optional power window switches, window lock and door lock are laid out logically on the armrest.



Convenient dual overhead map/interior lights come standard on every RAV4.

Get in, get comfortable and get going. That's what you expect from a well-designed interior and that's what you get in a RAV4.

Gauges, controls and switches are where logic dictates and seats

Inside RAV4 – practically perfect, perfectly practical.

adjust and conform to almost anyone – including that oddly-shaped Uncle Sid of yours. And you'll find pockets, holders, bins and compartments for whatever you might want to take along.

Smart packaging. It's what makes RAV4 good to go.

A sporty new 3-spoke steering wheel integrates well with RAV4's ergonomically efficient instrument panel.





With all the seats up, RAV4 can carry five passengers and an ample load of cargo in the back.



If you need to carry long objects and still have room for two passengers, simply fold one of the rear seats forward.



Fold both rear seats forward and you get the maximum carrying capacity.

There are many ways to give back to the planet. And tree planting is one of the most rewarding. In addition to the trees, you're going to need a lot of equipment: Shovels, bags of dirt, picks, stakes, buckets and a step ladder. With RAV4, you can do it.

With RAV4 you get out of it what you put into it.

Simply fold the rear seats forward and a cavernous 57.9 cu. ft. is ready to swallow your equipment. Or if your load isn't that great and you need to carry a couple of passengers, you can just fold one of the rear seats forward. So pack up a RAV4 and get planting; then watch your hard work come to fruition.





RAV4 shown in Royal Sapphire Pearl with accessory hard spare tire cover.



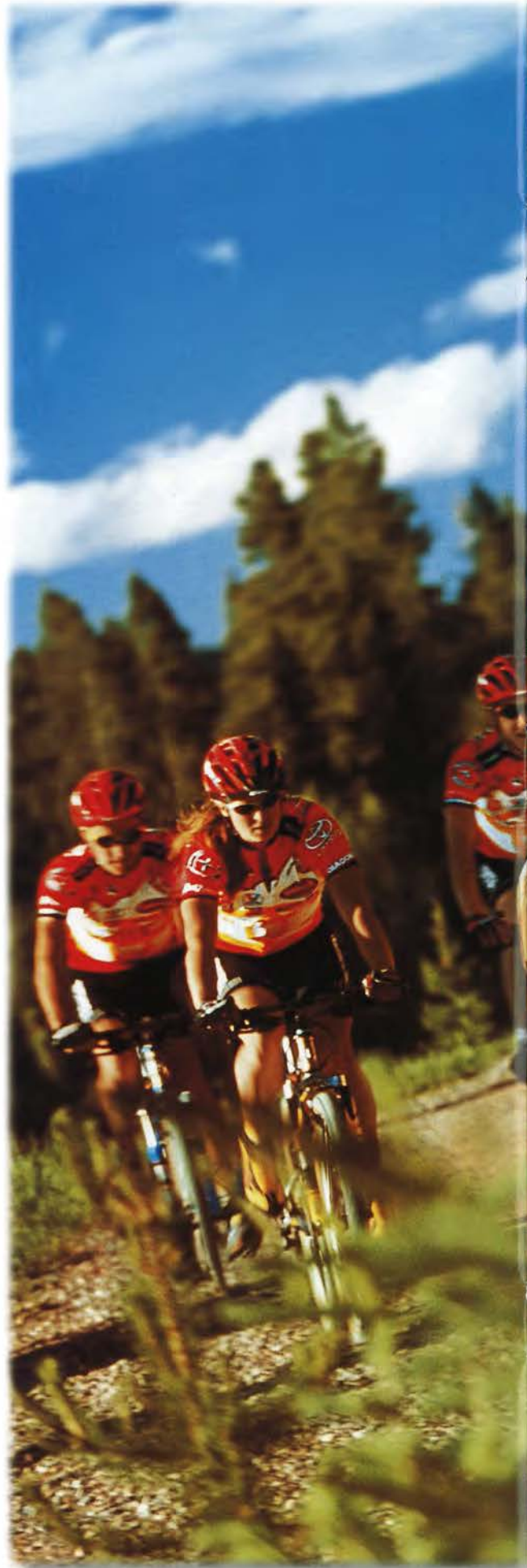
With a team of such fierce competitors, Steve Larsen (left) and Tammy Jacques (right), to name just two, it's no wonder Schwinn team racers are consistent winners.

It's a toss-up as to who's having more fun here. The driver of the RAV4 or the members of the Schwinn Mountain Bike Team.

Both vehicles enable the adventurous to hit the path less travelled and search for excitement. For 1998, RAV4's 2.0-liter,

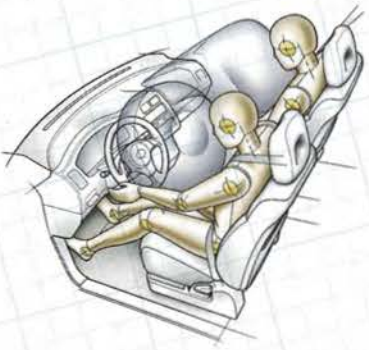
RAV4 and the Schwinn Mountain Bike Team: The ultimate trail mix.

16-valve engine has more power and torque to tackle tough climbs and because of its power-assisted rack-and-pinion steering, ventilated front disc brakes, four-wheel independent suspension and available 4WD, RAV4 can traverse the trails with the agility of a mountain goat and the flair of downhiller Juergen Beneke (left).





RAV4 setting the pace in Sedona Sunset Metallic with optional 4WD Alloy Wheel Package.



RAV4's driver and front passenger air bags are a Supplemental Restraint System (SRS) designed to protect you in the event of a severe frontal collision. 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 a 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.

Conditions change faster than a couch potato changes channels, but RAV4's prepared for Mother Nature and the unexpected.

With driver and front passenger air bags, seatbelt pretensioners with force limiters and side-impact door beams, you're well-

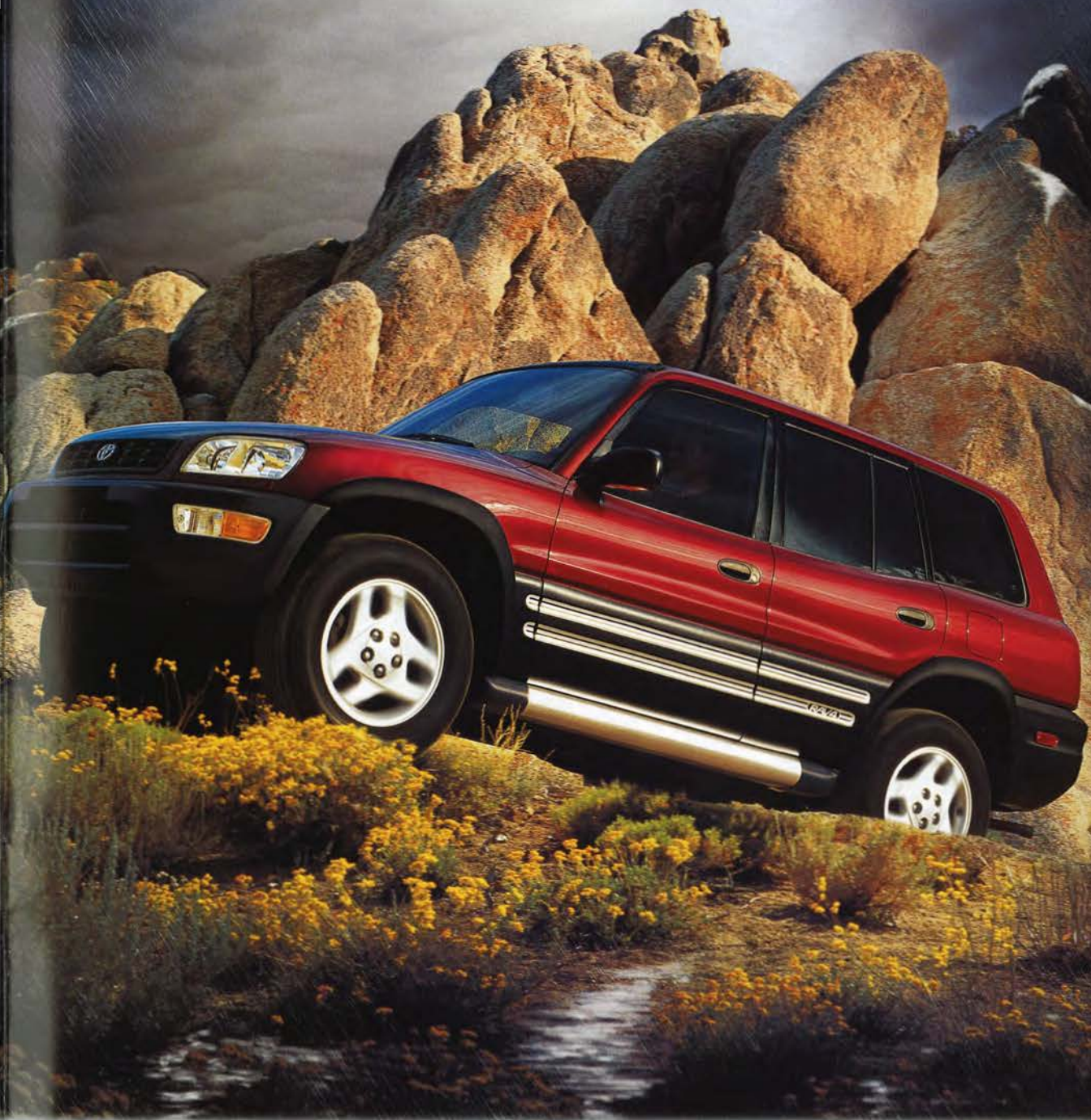
RAV4 is always travelling in fair weather, even in the midst of a storm.

protected. Plus, power-assisted steering can help you circumvent trouble, while power-assisted front disc/rear drum brakes and available ABS put the stop on emergencies. Whether front- or 4-wheel drive, the wide 16" tires provide excellent traction in tough situations. RAV4 – built with your safety in mind.



RAV4 provides a panoramic view thanks to its big windows and elevated ride height.





RAV4 shown in Prussian Red Pearl with optional privacy glass and accessory Rugged Package.



Optional limited-slip rear differential (far left) sends power to the tire with the most grip, thereby improving traction on slippery surfaces. RAV4's standard front disc brakes (left) are ventilated to help dissipate the heat that causes brake fade.

Camry refinement, Land Cruiser toughness. With RAV4 we've applied some of the same technology that's earned its siblings such high praise. As a result, RAV4 has earned accolades of its

**A pair of X-ray glasses exposes the RAV4 for what it really is:
A model of innovation.**

own. *AutoWeek* said it "...corners better, rides more smoothly and feels more nimble than any SUV made."* And *Automobile Magazine* declared it "Automobile of the Year."** So drive a RAV4 and experience what the experts are raving about.

For 1998, RAV4's 2.0-liter, 16-valve, 4-cylinder engine benefits from a low-maintenance distributorless Toyota Direct Ignition System (TDI), an optimized intake system as well as lighter pistons and connecting rods. That results in more power and torque, delivered with less vibration.



Galvannealed steel sheets resist rust for a long life.

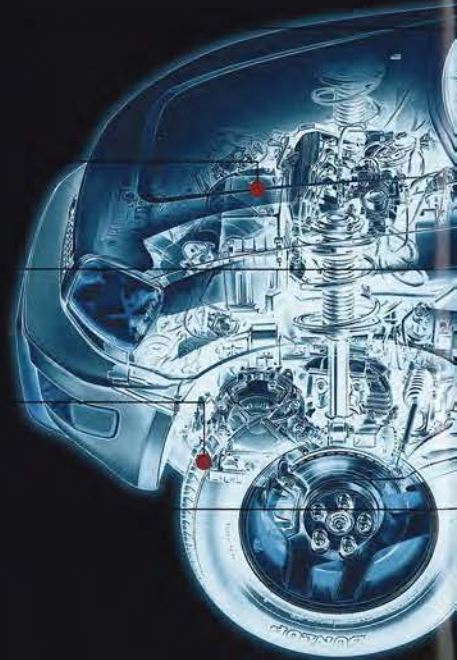
An available Torsen^{®†} limited-slip differential sends power to the rear tire with the most traction. For snow and off-roading.

A liquid-filled engine mount helps reduce Noise, Vibration and Harshness (NVH).

Side-impact door beams help protect driver and passengers in certain types of lateral collisions.

Front and rear anti-vibration sub-frames reduce noise and vibration.

A double-wishbone independent rear suspension brings sure-footed handling and a comfortable ride.



*AutoWeek, June 3, 1996.

**Automobile Magazine, January 1997.

†Torsen is a registered trademark of DK Gleason Inc.



RAV4 shown in X-ray Blue Gray with optional moonroof, Upgrade Package and alloy wheels. Bewildered man and fish not available.



RAV4 shown in Deep Jewel Green Pearl with accessory front-end mask, alloy wheels, side sport bars, cargo carrier and Active Package.



Function with style...this wind deflector directs air over the rear window and helps reduce dust and dirt build-up.



This hard spare tire cover is a distinctive way to help protect your spare tire.



Stylish and sporty, these available 3-spoke wheels add a touch of cool to any RAV4.



Both rugged and functional, the side sport bars help protect the lower bodywork from rocks and other debris.



Gloves, maps, flashlights and toys — keep them all in one place with these handy, removable storage bags.

Greater peace of mind is available with Toyota's Vehicle Intrusion Protection (VIP) RS-3000 System. When activated, it disables the starter and monitors 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.



Note: No dinosaurs or other animals were harmed in producing this brochure.



For additional security, consider this removable tonneau cover. It hides your cargo from curious eyes.



With the Toyota 3D CD, you get three CDs in the dash. Innovative, isn't it? (top) Or get the same CD clarity with this optional single disc Compact Disc Deck. (bottom)

Put your best fashion foot forward by individualizing your RAV4 from a list of Genuine Toyota Options and Accessories. Every part has been designed specifically for your vehicle, so you can be sure the fit and func-

Personalize. Accessorize.

tion measure up to our high standards. But remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, or in all regions of the country. For assistance, see your Toyota dealer. He or she can help you locate the RAV4 that's right for you.

ACCESSORIES

CFC-free Air Conditioning	Carpeted Floor Mats
Cargo Mat	Cargo Net
Rear Door Storage Bags	Center Console Box
Fender Flares	Hood Protector
Cargo Carrier Attachment	Removable Roof Rack
Tonneau Cover	Removable Roof Rack Adaptor
Side Sport Bars	Ski Rack Attachment
Towing Accessories	Rear Step Bumper/Tow Hitch ¹
Bodyside Graphics	Rear Wind Deflector
Spare Tire Cover	Body Cladding Graphics
Mudguards	Front-end Mask with Storage Bag
Wheel Locks	3-spoke Aluminum Alloy Wheels
Deluxe ETR/Cassette	Remote Keyless Entry System ²
Deluxe ETR ³ /CD	6-Disc CD Changer (cargo area-mounted)
Compact Disc Deck	Auto-reverse Cassette Deck with Dolby [®]
Toyota Vehicle Intrusion Protection (VIP) S-1000 ⁴ or RS-3000 ⁵ Systems	Toyota 3D CD (3-disc in-dash changer)

¹Requires rear mudguards.

²Can be combined with Toyota VIP S-1000 System.

³Electronically-Tuned Radio.

⁴Can be combined with Remote Keyless Entry System.

⁵Requires Upgrade Package.

WARRANTIES*

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, seatbelts 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: Minor repairs required to return a component to factory specifications are covered for 12 months/12,500 miles (24 months/18,000 miles in New York state).

Federal Emission Coverage: Components under the federal emission defect warranty are covered for 36 months/36,000 miles and specified major emission control components are covered for 8 years/80,000 miles. Specified major emission control components under emission performance warranty are also covered for 8 years/80,000 miles. In addition, emission performance warranty is applicable for 24 months/24,000 miles in states and local jurisdictions that require a periodic EPA-approved inspection and maintenance program.*

California Emission Control Coverage: In California and any other state that adopts California emission warranty provisions, performance warranty and defect warranty coverage is applicable for 36 months/50,000 miles and specific control devices are covered for 7 years/70,000 miles.*

Accessory Warranty: Toyota-approved accessories are covered for 12 months, regardless of mileage, or for the remainder of any new vehicle warranty (except for car covers, which are covered for 12 months).

In addition, there may be times when we will establish a special policy adjustment which will further defray repair costs. For complete details of Toyota's warranties, please refer to the *Owner's Manual Supplement*.

An Added Benefit for 1998 Toyota Vehicle Owners: You may be eligible for transportation assistance if your vehicle is required to be kept overnight for warrantable repairs.*

FEATURES

	2-Door 2WD	4WD	4-Door 2WD	4WD
EXTERIOR				
Aerodynamic halogen multi-reflector headlamps	■	■	■	■
Dual black outside mirrors	■	■	■	■
Power tilt/slide glass moonroof	—	—	●	●
Tinted glass	■	■	■	■
Privacy glass	●	●	●	●
Protective bodyside cladding with anti-chip film on rear surfaces	■	■	■	■
Front towing hook	■	■	■	■
5-spoke 16" styled steel wheels with P215/70R16 tires	■	■	■	■
3-spoke 16" aluminum alloy wheels with P215/70R16 tires	●	●	●	●
4WD Alloy Wheel Package—5-spoke 16" aluminum alloy wheels with P235/60R16 tires and fender flares	—	●	—	●
Intermittent front and rear wipers	■	■	■	■

INTERIOR

Fabric-trimmed reclining front and reclining/folding rear seats with outboard headrests (with front seatback pockets on 4-Door)	■	■	■	■
Fabric door trim with front map pockets	■	■	■	■
Full carpeting	■	■	■	■
CFC-free air conditioning	● ¹	● ¹	● ¹	● ¹
Cruise control	●	●	●	●
Tilt steering wheel	●	●	■	■
Remote hood and fuel-filler door releases	■	■	■	■
In-dash integrated dual cup holder	■	■	■	■
Digital clock	■	■	■	■
Rear window defogger	■	■	■	■
Side-front window demisters	■	■	■	■
Passenger-side vanity mirror	■	■	■	■
Speedometer, tachometer, digital odometer with twin tripmeters; coolant temperature and fuel level gauges	■	■	■	■
Cargo area auxiliary power outlet	—	—	■	■

PACKAGES

RAV4 Extra Value Package—CFC-free air conditioning, cruise control, power windows with driver's auto up/down, power door locks and dual outside mirrors, fabric-covered front and rear headrests, soft spare tire cover, carpeted floor mats and Deluxe ETR/Cassette or Deluxe ETR/CD with 4 speakers and antenna	—	—	●	●
Rugged Package—bodyside graphic (2-Door) or cladding graphic (4-Door), fender flares and side sport bars	▲	▲	▲	▲
Active Package—cladding graphic, roof rack and rear step bumper/tow hitch	▲	▲	▲	▲
Style Package—cladding graphic and hard spare tire cover	▲	▲	▲	▲
Upgrade Package—Power Package (power windows with driver's auto up/down, power door locks and dual outside mirrors) and fabric-covered front and rear headrests	—	—	●	●
Convenience Package—detachable rear door storage bags, center console and cargo mat	●	●	●	●
All-Weather Guard Equipment Package	●	●	●	●

AUDIO SYSTEMS

Deluxe ETR/Cassette with 4 speakers and antenna	●	●	●	●
Deluxe ETR/CD with 4 speakers and antenna	●	●	●	●
Cassette Deck	▲	▲	▲	▲
Compact Disc Deck	▲	▲	▲	▲
CD Changer—Toyota 3D CD	▲	▲	▲	▲
CD Changer—6-Disc (cargo area-mounted)	▲	▲	▲	▲

SAFETY FEATURES

Driver and front passenger air bag Supplemental Restraint System (SRS) ²	Side-impact door beams
Available 4-wheel Anti-lock Brake System (ABS)	Rear load-sensing brake proportioning valve
Front shoulder belt pretensioners with force limiters	Adjustable front outboard shoulder belt anchors (4-Door models only)
Front ventilated disc/rear drum brakes	3-point shoulder belts in outboard positions
Child-protector rear door locks (4-Door models)	Automatic transmission shiftlock system
Available full-time 4-wheel drive	Integrated center high-mount stoplamp
Front and rear headrests in outboard positions	

*See your Toyota dealer for more details about the new vehicle warranty.

SPECIFICATIONS

	2-Door 2WD	4WD	4-Door 2WD	4WD
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MECHANICAL/PERFORMANCE

Engine	2.0-liter DOHC 16-valve EFI 4-cylinder 127 hp @ 5,400 rpm ³ 132 lb.-ft. @ 4,600 rpm ⁴			
Ignition	Distributorless Toyota Direct Ignition System (TDI)			
Transmission				
5-speed manual	Standard	Standard	Standard	Standard
4-speed electronically controlled automatic	Optional	NA	Optional	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 shock absorbers; double-wishbone coil-spring rear suspension with hydraulic shock absorbers			
Steering	Power-assisted rack-and-pinion			
Turning circle diameter, curb to curb (ft.)	33.5	33.5	36.1	36.1
Brakes	Power-assisted ventilated front disc; rear drum with load-sensing proportioning valve (LSPV)			
4-wheel Anti-lock Brake System (ABS)	Optional	Optional	Optional	Optional

EXTERIOR DIMENSIONS (IN.)

Overall height, unloaded with optional tires	64.8 —	65.2 64.4	65.0 —	65.4 64.6
Overall width with optional tires	66.7 —	66.7 69.3	66.7 —	66.7 69.3
Overall length with optional tires	147.6 —	147.6 148.2	163.8 —	163.8 164.4
Wheelbase	86.6	86.6	94.9	94.9
Tread width, front/rear with optional tires	57.5/57.7 —	57.5/57.7 58.3/58.7	57.5/57.7 —	57.5/57.7 58.3/58.7

INTERIOR DIMENSIONS (IN.) FRONT/REAR

Head room	40.0/38.6	40.0/38.6	40.3/39.0	40.3/39.0
Shoulder room	53.3/50.2	53.3/50.2	53.1/53.1	53.1/53.1
Hip room	55.8/39.6	55.8/39.6	55.9/56.0	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 —	38/41 35/38	37/28 —	38/28 35/27
Minimum running ground clearance (in.) with optional tires	7.3 —	7.7 7.0	7.3 —	7.5 6.7
Locking center differential	NA	Standard ⁵	NA	Standard ⁵
Limited-slip differential	NA	Optional	NA	Optional
Underbody protection	Skid plates under transfer case and fuel tank on 4WD models			

WEIGHTS AND CAPACITIES

Curb weight, manual/automatic (lbs.)	2,524/2,568	2,701/NA	2,668/2,712	2,789/2,910
Gross Vehicle Weight Rating—GVWR (lbs.)	3,550	3,649	3,913	3,946
Payload, ⁶ manual/automatic (lbs.)	1,026/982	948/NA	1,245/1,201	1,157/1,036
Towing capacity ⁷ (lbs.)	1,500	1,500	1,500	1,500
Cargo capacity, rear seatbacks up/down (cu. ft.)	9.3/34.7	9.3/34.7	26.8/57.9	26.8/57.9
Fuel tank (gals.)	15.3	15.3	15.3	15.3

TIRES

Size	P215/70R16 (P235/60R16 optional on 4WD models)
Type	All-Season steel-belted radial blackwalls
Spare	Full-size

MILEAGE ESTIMATES (EPA ESTIMATED MPG CITY/HIGHWAY)⁸

5-speed manual overdrive	24/28	22/26	24/28	22/26
4-speed electronically controlled automatic overdrive (ECT)	23/28	NA	23/28	22/26

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

³Dolby is a registered trademark of Dolby Labs, Inc.

⁴Also available as an accessory.

⁵See page 16 for more information on RAV4's driver and front passenger air bag Supplemental Restraint System (SRS).

⁶125 hp @ 5,400 rpm when equipped with California emissions.

⁷130 lb.-ft. @ 4,600 rpm when equipped with California emissions.

⁸5-speed manual models only; not available on 4-speed ECT models.

⁹Including occupants, equipment and cargo.

¹⁰Requires Class I towing hitch.

¹¹1998 preliminary EPA mileage estimates determined by Toyota. Final 1998 EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

Some vehicles are shown with optional equipment.

For further information regarding GCWR limits, wiring converters and towing hitch receivers, please consult the 1998 Toyota Trailer Towing Guide, available at your local Toyota dealer.

Toyota RAV4s are designed to meet 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.

Specifications, standard features and optional equipment are based upon information available at the time of printing and are subject to change without notice. Specifications and standard and optional equipment are for mainland U.S.A. vehicles only and may differ in the state of Hawaii and in other regions.

Castrol Toyota's Motorsports Partner





TERCEL*



COROLLA



CAMRY



AVALON



CELICA



SUPRA



SIENNA



RAV4

Personalized license plates would be redundant.



4RUNNER



LAND CRUISER



TACOMA



T100

PT8-020 (9/97) 00617-98117
Litho in U.S.A. (480M)
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*Limited availability.

TOYOTA | everyday



Natural White



Alpine Silver Metallic



Black



Radiant Red (2-Door only)



Prussian Red Pearl (4-Door only)



Sedona Sunset Metallic



Deep Jewel Green Pearl



Royal Sapphire Pearl



2-Door Fabric in Gray



4-Door Fabric in Gray