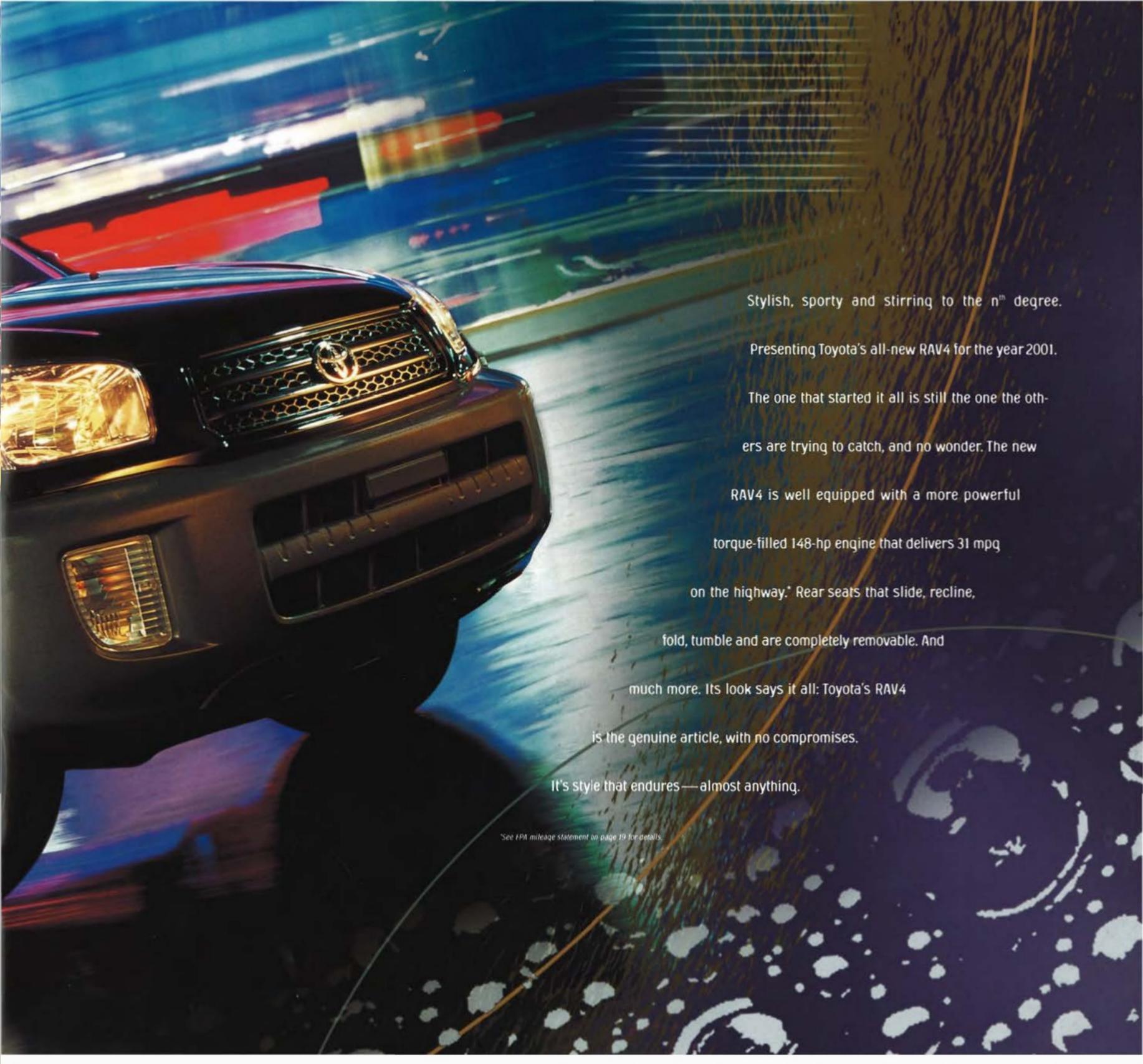




2001 RAV4





Stylish, sporty and stirring to the nth degree.

Presenting Toyota's all-new RAV4 for the year 2001.

The one that started it all is still the one the others are trying to catch, and no wonder. The new

RAV4 is well equipped with a more powerful torque-filled 148-hp engine that delivers 31 mpg

on the highway.* Rear seats that slide, recline,

fold, tumble and are completely removable. And

much more. Its look says it all: Toyota's RAV4

is the genuine article, with no compromises.

It's style that endures — almost anything.

*See EPA mileage statement on page 19 for details.

RAV4 shown in Black with available Quick Order Package, aluminum alloy wheels and mudguards.



Bring the new RAV4 to life with the click of a button. Visit www.toyota.com/rav4/style

RAV4 shown in Titanium Metallic with available L Package, aluminum alloy wheels, mudguards and rear spoiler.



**Think (and drive)
outside the box.**

So much of the world is square. Time to break out. RAV4 cuts a dynamic, powerful silhouette that's distinct from other SUVs.

Take a look at its aggressive stance and front end, its sleek and sculpted profile. From the dramatic jew-

eled headlamps to the rear roof kick-up, RAV4

has a look that's not rivaled by anything else

out there, so you'll never feel boxed in

again. RAV4 lets your spirit run free.



Take a walk around the RAV4 right in your home or office. Visit www.toyota.com/rav4/exterior

RAV4 4WD shown in Vintage Gold Metallic with available L Package, aluminum alloy wheels with P235/60R16 tires, fender flares, mudguards, roof rack and rear spoiler.



RAV4 4WD shown in Rainforest Pearl with available Quick Order Package, aluminum alloy wheels with P235/60R16 tires, fender flares, mudguards and roof rack.

3-Point Seatbelts for all Rear-Seat Passengers



Serious pleasure.

The RAV4 is a grown-up fun machine driven by a powerful VVT-i engine for smooth performance and ground-gripping torque. With All-Season radials on 16" wheels, a sophisticated suspension system, strategically placed skid plates with over 7" of ground clearance and available full-time 4WD, RAV4 can take you to your favorite out-of-the-way spots. And if you're concerned about safety, any place you go, you'll go with confidence,

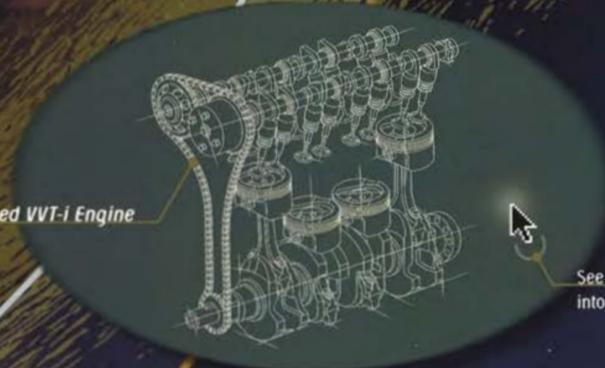
thanks to the many safety features listed below. The RAV4's body design itself is engineered for high rigidity and energy absorption. RAV4 never loses sight of your well-being.

Because, while fun is fun, safety is serious business.

- Driver and front passenger air bag Supplemental Restraint System (SRS)*
- Soft energy-dissipating interior trim
- 3-point seatbelts in all positions
- Driver and front passenger seatbelt pretensioners with force limiters
- Available 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD)
- Front ventilated disc/rear drum brakes
- Side-impact door beams
- Child-protector rear door locks
- Available full-time 4-wheel drive
- Rear load-sensing brake proportioning valve
- Center high-mount stop lamp (CHMSL)

*The Toyota driver and front passenger air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to inflate in a severe frontal collision. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts and sit upright in the middle of the seat as far back as possible from the air bag modules. Do not put objects in front of an air bag. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

Advanced VVT-i Engine



See how RAV4's VVT-i engine turns 148 hp and 142 lb.-ft. of torque into even more benefits at www.toyota.com/rav4/engine

*What good is the utility
without the sport?*

*RAV4 gets it. That's why it's so easy to handle and
such a kick to drive. The intelligent console puts
controls just a touch away. Champagne-colored
gauges illuminate RAV4's performance with
a definite touch of style. Add in a dynamic
audio system, available A/C and a whole host
of other great stuff, and the only argu-
ment will be over who gets to drive.*



Get a detailed, up-close-and-personal look inside
the new RAV4 at www.toyota.com/rav4/interior

RAV4 shown in Gray with available L Package, Leather Trim Package and floor mats.



RAV4 shown in Gray with available I, Package, Leather Trim Package and floor mats.



Get a firsthand look at the versatility of RAV4's multiple seating configurations (and how easy they are to adjust) at www.toyota.com/rav4/versatility

RAV4 shown in Gray with available I, Package, floor mats and cargo mat.

Sculpted Door Inserts
and Handy Pockets



Garage Door Opener Holder



This much versatility has never looked this good.

Stylish inside as well as out, RAV4 also sports a multiplicity of talents, making it the ideal companion for the modern renaissance man and woman. RAV4 has spacious room for people and cargo alike. Its rear seats can easily be adjusted to several positions, or be removed completely. There are numerous pockets, compartments, hooks, bins, cup holders—even a 12-volt power outlet in the cargo area. Clearly, RAV4 is a vehicle that understands and responds completely to life as we live it today.

Closed

Open

Versatile Rear Cup Holders



Grocery Bag Hooks



Available Versatile Tonneau Cover
with Split Retractable Blind



Easily Removable Rear Seat



RAV4 shown in Taupe with available I. Package, floor mats and cargo mat.

Rear Spoiler*

ACCESSORIES

Add a personal touch to your RAV4 with Toyota options and accessories. Remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, and some options and accessories may not be available in all regions of the country. So see your Toyota dealer who can help locate the RAV4 that's right for you.

- Front-End Mask
- 5-Spoke Aluminum Alloy Wheels
- Curved 5-Spoke Aluminum Alloy Wheels
- Wheel Locks
- Mudguards
 - Class I Tow Receiver Hitch
 - Towing Accessories
 - License Plate Frames by Grenada®
 - All-Weather Floor Mats
 - Carpeted Floor Mats
- Carpeted Cargo Mat
- Cargo Net
- Toyota Vehicle Intrusion Protection (VIP) RS3200 Plus Security System™
- Toyota Vehicle Intrusion Protection (VIP) RS3200 Security System†
- 6-Disc In-Dash CD Changer
- Compact Disc Deck

*Available for RAV4 models with L Packages.
†Available for vehicles with factory remote keyless entry.
‡Available for vehicles equipped with factory power door locks.



Standard 5-spoke styled steel wheel
Available split 5-spoke aluminum alloy wheel[‡]
Available 5-spoke aluminum alloy wheel[†]

RAV4 STANDARD EQUIPMENT

- Aerodynamic multi-reflector halogen headlamps
- Washer-linked intermittent windshield wipers
- High Solar Energy-Absorbing (HSEA) glass
- Dual manual remote outside mirrors
- P215/70R16 tires on 16" styled steel wheels
- Rear window defogger
- Intermittent rear windshield wiper
- Orange-illuminated analog instrument cluster with champagne-colored speedometer, tachometer and fuel gauge meters; LCD odometer with twin tripmeters; and seatbelt disconnect, air bag, door ajar, battery, oil pressure, brake, check engine and low fuel level warning lights
- Digital quartz clock
- Dual sun visors with vanity mirrors and sliding extensions
- Front maplight
- Illuminated entry system
- Driver and front passenger air bag Supplemental Restraint System (SRS)¹
- Fabric-trimmed doors with integrated speakers and map pockets
- Fabric-trimmed multi-adjustable front seats with driver's seat height adjustment
- Fabric-trimmed 50/50 split rear bench seat with slide/tumble/recline/remove functions
- Multi-function center console with adjustable front and rear dual cup holders, 12-volt auxiliary power outlet, storage pocket and covered armrest storage compartment
- Remote hood and fuel-filler door releases
- Cargo area 12-volt auxiliary power outlet
- 6 cargo area grocery bag hooks
- Deluxe AM/FM ETR/Cassette with 4 speakers

RAV4 OPTION PACKAGES

- Quick Order Package—includes defroster-linked CFC-free air conditioning; cruise control; power windows, door locks and outside mirrors; carpeted floor mats; and Deluxe 3-in-1 AM/FM ETR/Cassette/CD with 6 speakers
- L Package⁴—includes color-keyed door handles, heated power mirrors and full hard shell spare tire cover; gray painted bumpers and body side moldings; RAV4L badging; integrated fog lamps; rear privacy glass; tonneau cover; defroster-linked CFC-free air conditioning; cruise control; power windows and door locks; carpeted floor mats; and Deluxe 3-in-1 AM/FM ETR/Cassette/CD with 6 speakers

RAV4 ADDITIONAL OPTIONS

- Daytime Running Lights (DRL)
- Defroster-linked CFC-free air conditioning
- Power tilt/slide moonroof with sunshade (requires Quick Order or L Package)
- Rear privacy glass
- Roof rack
- Rear spoiler (requires L Package)
- Split 5-spoke aluminum alloy wheels (requires Quick Order or L Package)
- 5-spoke aluminum alloy wheels with P235/60R16 tires and fender flares (4WD models only; requires Quick Order Package)
- 5-spoke aluminum alloy wheels with P235/60R16 tires and gray painted fender flares (4WD models only; requires L Package)
- Mudguards
- Wide mudguards (4WD models only; requires 5-spoke aluminum alloy wheels with P235/60R16 tires and fender flares)
- Anti-lock Brake System (ABS)
- Limited-slip rear differential (4WD models only; requires Quick Order or L Package)
- Remote keyless entry system (requires Quick Order or L Package)
- Leather Trim—includes leather-trimmed seats, steering wheel and manual shift knob (requires L Package)
- Power windows and door locks
- Engine immobilizer anti-theft system (requires Quick Order or L Package)
- Tonneau cover

WARRANTIES¹

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.

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).

An Added Benefit: You may be eligible for transportation assistance if your vehicle is required to be kept overnight for warrantable repairs. For complete details of Toyota's warranties, please refer to the *Owner's Warranty Information* booklet.

Sunroof and Roof Racks

6-Disc In-Dash CD Changer

Carpeted Floor Mats

CD Deck

Aluminum Alloy Wheels

VIP Security System

Your ownership experience.

From that first drive home in your new RAV4 until the day you part with it, we want your

entire ownership experience to be enjoyable and satisfying. That's why at every Toyota

dealership you'll find answers to your questions, help with selecting Genuine Toyota

Parts and accessories, and quality service to help keep your RAV4 in top shape. The

location of your nearest Toyota dealer can be found on our Web site at toyota.com.

SPECIFICATIONS

2WD

4WD

MECHANICAL/PERFORMANCE

Engine	2.0-liter DOHC 16-valve EFI 4-cylinder with Variable Valve Timing with intelligence (VVT-i) 148 hp @ 6,000 rpm 142 lb.-ft. @ 4,000 rpm Distributorless Toyota Direct Ignition system (TDI)	
Ignition		
Transmission	Standard Available	
5-speed manual		
4-speed electronically controlled automatic		
Body construction	Unitized body	
Drivetrain	Front engine, front-wheel drive	Full-time 4-wheel drive
Suspension	Independent MacPherson strut front suspension with stabilizer bar and hydraulic shock absorbers; double-wishbone coil-spring rear suspension with stabilizer bar and hydraulic shock absorbers	
Steering	Power-assisted rack-and-pinion	
Turning circle diameter, curb to curb (ft.)	35.4	
Brakes	Power-assisted ventilated front disc/rear drum with load-sensing proportioning valve (LSPV)	
4-wheel Anti-lock Brake System (ABS)	Available, includes Electronic Brake-force Distribution (EBD)	
EXTERIOR DIMENSIONS (IN.)		
Overall height, unloaded	65.7	66.1 (65.7 with P235/60R16 tires)
Overall width	68.3 (70.3 with P235/60R16 tires)	68.3 (70.3 with P235/60R16 tires)
Overall length	165.4 (167.1 with L Package)	165.4 (167.1 with L Package)
Wheelbase	98.0	98.0
Tread width, front/rear	59.3/59.1	59.3/59.8 (60.0/59.8 with P235/60R16 tires)
INTERIOR DIMENSIONS FRONT/REAR (IN.)		
Head room	41.3/38.4	41.3/38.4
Shoulder room	46.3/53.7	46.3/53.7
Hip room	53.4/46.5	53.4/46.5
Leg room	42.4/32.6	42.4/32.6
Seating capacity	5	5
OFF-HIGHWAY		
Approach/departure angle (degrees)	29/30	29/30
Minimum running ground clearance (in.)	7.1	7.5 (7.1 with P235/60R16 tires)
Viscous coupling type center differential	NA	Standard
Limited-slip rear differential	NA	Available
Underbody protection	NA	Skid plates under transfer case and fuel tank
WEIGHTS AND CAPACITIES		
Curb weight, manual/automatic (lbs.)	2,877/2,910	2,943/2,976
Gross Vehicle Weight Rating—GVWR (lbs.)	3,946	3,946
Payload ¹ —manual/automatic (lbs.)	1,069/1,036	1,003/970
Towing capacity ² (lbs.)	1,500	1,500
Cargo capacity, rear seats in/out (cu. ft.)	29.2/68.3	29.2/68.3
Fuel tank (gals.)	14.7	14.7
TIRES		
Size	P215/70R16	P215/70R16
Type	All-Season steel-belted radial blackwalls	All-Season steel-belted radial blackwalls
Spare	Full-size	Full-size
MILEAGE ESTIMATES (EPA ESTIMATED MPG CITY/HIGHWAY)³		
Manual	25/31	22/27 (23/27 with P235/60R16 tires)
Automatic	24/29	23/27 (23/27 with P235/60R16 tires)

¹Required with L Package, available with Quick Order Package.²Available on 4-wheel-drive models with Quick Order or L Package.³See page 9 for more information on Toyota's driver and front passenger air bag Supplemental Restraint System (SRS).⁴Requires aluminum alloy wheels.⁵See your Toyota dealer for more details about the new vehicle warranty.⁶Including occupants, equipment and cargo.¹See your Toyota dealer for GVWR limits and additionally required equipment and a copy of the Toyota Towing Guide.²Preliminary EPA mileage estimates determined by Toyota. Final EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

Some vehicles are shown with available equipment. 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 receiver hitches/ball mount kits are not intended to provide crash protection. Specifications, standard features and available equipment are based upon information available at the time of printing, are subject to change without notice, are for mainland U.S.A. vehicles only and may differ in the state of Hawaii and in other regions.

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Litho in U.S.A. (550M)

RAV4 shown in Impulse Red Pearl with available Quick Order Package, 16" curved 5-spoke aluminum alloy wheels, mudguards, roof rack and towing receiver hitch.

TOYOTA FINANCIAL SERVICES¹

You're thinking about driving a Toyota. You may also be thinking about whether you should buy or lease your Toyota. Toyota Financial Services (TFS) offers a variety of finance and lease programs to complement your lifestyle and work within your budget. Ask your participating dealer about our Toyota Touch Lease Plan, Retail Finance Plan, Toyota Touch Preferred Option Finance Plan and College Graduate Finance Program. We are confident there is a TFS program tailored

to meet your needs. At TFS we realize that buying or leasing a vehicle is a major investment. To help you protect your investment over time, we've developed a broad spectrum of quality insurance products. Whether you plan to buy or lease, in most cases you may include the cost of TFS insurance products in your financing contract. Ask your participating dealer about our Toyota Extra Care vehicle service agreements, Guaranteed Auto Protection (GAP) coverage, Toyota Auto

Care prepaid maintenance plans and Credit Insurance Program. Your peace of mind is our priority. Like to share your thoughts? Please call our Customer Assistance Center at 1-800-331-4331.

¹Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available through your participating Toyota Dealer. See your participating dealer regarding features and benefits, requirements and eligibility conditions on these and other Toyota Financial Services products, programs and services.



ECHO



Celica



MR2 Spyder



Camry



Solara



Solara Convertible



Avalon



Sienna



Corolla



Prius

Life is full of choices. Here are ours.



Tundra Access Cab



Tacoma Xtracab



Land Cruiser



4Runner



RAV4



Sequoia

(available November 2000)



Highlander

(available February 2001)