



04

RAV4



You don't spend your Friday nights just anywhere.
It has to be at least an hour's drive away.



RAV4 shown in Titanium Metallic with available L PACKAGE, 16" aluminum alloy wheels, roof rack and optional equipment



RAV4 shown in Flint Mica with available SPORT PACKAGE and 16" aluminum alloy wheels and optional equipment



RAV4 shown in Salsa Red Pearl with available 16" aluminum alloy wheels, roof rack and mudguards



RAV4 shown in Titanium Metallic with available L PACKAGE, 16" aluminum alloy wheels, roof rack and optional equipment

04 RAV4

- 2.4-liter DOHC 4-cylinder engine with 161 hp
- 16" 5-spoke styled steel wheels
- Vehicle Stability Control (VSC)¹ + Traction Control (TRAC)
- 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), Brake Assist² and Tire Pressure Warning System³
- Defroster-linked CFC-free air conditioning with air filtration
- Cruise control
- Available full-time 4-wheel drive
- Available 4-speed electronically controlled automatic transmission
- Available 16" 5-spoke aluminum alloy wheels with P235/60R16 tires and gray-painted fender flares (4WD models only)⁴
- Power outside mirrors

¹ See Available Packages and Options section footnote 7 for more information on Toyota's Vehicle Stability Control (VSC).

² See Available Packages and Options section footnote 5 for more information on Toyota's Brake Assist.

³ See Available Packages and Options section footnote 6 for more information on Toyota's Tire Pressure Warning System.

⁴ Silver-painted fender flares for Super White and Savannah Metallic.

Sport Package

- Unique hood scoop and sport seat fabric
- Tubular-style roof rack with polished stainless steel finish
- RAV4 S badging
- Color-keyed door handles and power heated outside mirrors
- Gray-painted overfenders
- Available anti-theft engine immobilizer

L Package

- Integrated fog lamps
- Color-keyed door handles, power heated outside mirrors, front and rear bumpers, body side moldings and full hard-shell outside spare tire cover
- Leather-wrapped steering wheel and shift lever
- Privacy glass
- Tonneau cover
- RAV4 L badging
- Available leather-trimmed seats
- Available power tilt/slide moonroof with sunshade
- Available color-keyed rear spoiler



RAV4 interior shown in Dark Charcoal with available L Package, leather-trimmed seats and optional equipment



04 INTERIOR

- 50/50 split rear bench seat with slide/tumble/recline/remove functions
- Cockpit-style instrument panel with orange-illuminated analog gauges and 3-spoke steering wheel with audio controls
- Deluxe AM/FM Cassette/CD with six speakers
- Multi-adjustable front seats with driver's seat height adjustment
- Multi-stage driver and front passenger airbags¹
- Multi-function center console with adjustable front and rear dual cup holders, 12V auxiliary power outlet, storage pocket and covered armrest storage compartment
- Cruise control
- Power windows and door locks
- Available JBL 3-in-1 AM/FM Cassette/CD with eight speakers
- Available leather-trimmed seats (requires L Package)
- Available heated front seats with adjustable temperature control (requires L Package and leather-trimmed seats)
- Available remote keyless entry
- Available front seat-mounted side airbags and front and rear side curtain airbags¹

¹ Please see Available Packages and Options section footnote 3 for more information on Toyota's driver, front passenger, front seat-mounted side airbag and front and rear side curtain airbag Supplemental Restraint Systems (SRS).



Shown with L Package with steering wheel audio controls and optional equipment.



Shown with L Package, 50/50 split rear bench seat with slide/tumble/recline/remove functions and optional equipment.

MODEL GRADE FEATURES

	RAV4		RAV4
Exterior			
Gray-painted bumpers and body side moldings ¹	S	Dual power outside mirrors	S
Color-keyed back door handle	S	Dual power color-keyed heated outside mirrors ²	0
Aerodynamic multi-reflector halogen headlamps	S	Rear privacy glass	0
16" styled steel wheels with P215/70R16 tires	S	Rear window defogger	S
16" 5-spoke aluminum alloy wheels with P215/70R16 tires	0	Intermittent rear window wiper	S
16" 5-spoke aluminum alloy wheels with P235/60R16 tires and color-keyed fender flares (4WD models only; requires L Package)	0	Roof rack	0
16" 5-spoke aluminum alloy wheels with P235/60R16 tires and gray-painted fender flares (4WD models only) ¹	0	Full-size spare tire with combination hard/soft full cover	S
16" 5-spoke aluminum alloy wheels with P235/60R16 tires (4WD models only; requires Sport Package)	0	Color-keyed rear spoiler (requires Sport or L Package)	0
Washer-linked variable intermittent windshield wipers	S	Mudguards	0
High Solar Energy-Absorbing (HSEA) glass	S	Wide mudguards (requires 5-spoke aluminum alloy wheels with P235/60R16 tires and fender flares or Sport Package)	0
Interior			
Tilt steering wheel	S	Fabric-trimmed multi-adjustable front seats with driver's seat height adjustment and seatback pockets	S
Cruise control	S	Fabric-trimmed 50/50 split rear bench seat with slide/tumble/recline/remove functions	S
Deluxe 3-in-1 AM/FM Cassette/CD with six speakers	S	Leather-trimmed seats (requires L Package)	0
JBL 3-in-1 AM/FM Cassette/CD with eight speakers in six locations (requires Sport or L Package)	0	Heated front seats with adjustable temperature control (requires L Package and leather-trimmed seats)	0
JBL 3-in-1 AM/FM Cassette/6-disc in-dash CD changer with eight speakers in six locations (requires Sport or L Package)	0	Multi-function center console with adjustable front and rear dual cup holders, 12V auxiliary power outlet, storage pocket and covered armrest storage compartment	S
Digital quartz clock	S	Urethane steering wheel with audio controls	S
Dual sun visors with vanity mirrors and sliding extensions	S	Leather-wrapped steering wheel with audio control and shift lever (requires Sport Package, standard in L Package)	0
Dual sliding sun visors with illuminated vanity mirrors (requires front seat-mounted side and front and rear side curtain airbags ³)	0	Orange-illuminated analog instrument cluster with white speedometer, tachometer and fuel gauge meters; LCD odometer with twin tripmeters; and seatbelt disconnect, airbag, door-ajar, battery, oil pressure, brake, VSC, TRAC, ABS, low tire pressure, check engine, scheduled maintenance indicator and low-fuel level warning lights	S
Overhead console with garage door opener storage	S	Power tilt/slide moonroof with sunshade	0
Front maplight	S	Remote hood and fuel-filler door releases	S
Auto-dimming electrochromic rearview mirror (requires Sport or L Package)	0	Remote keyless entry system	0
HomeLink ^{®4} universal transceiver (requires Sport or L Package)	0	Cargo area 12V auxiliary power outlet	S
Battery-saver feature	S	Six cargo area grocery bag hooks	S
Illuminated ignition key ring	S	Tonneau cover	0
Defroster-linked CFC-free air conditioning with air filtration	S		
Cruise control	S		
Power windows and door locks	S		
Fabric-trimmed doors with integrated speakers and map pockets	S		
Safety and Convenience			
Front energy-absorbing crumple zone	S	Front ventilated disc/solid rear disc brakes	S
Engine immobilizer and remote keyless entry	0	Driver and front passenger seatbelt warning system	S
Driver and front passenger multi-stage airbags ³	S	Jam protection for driver-side auto up/down power window	S
Front seat-mounted side airbags and front and rear side curtain airbags ³	0	Side-impact door beams	S
Soft energy-dissipating interior trim	S	Child-protector rear door locks	S
3-point seatbelts in all seating positions, with adjustable front seatbelt anchors	S	Full-time 4-wheel drive	0
Emergency Locking Retractor (ELR) on driver's seatbelt and Automatic/Emergency Locking Retractor (ALR/ELR) on passenger seatbelts	S	Center high-mount stop lamp (CHMSL)	S
Driver and front passenger seatbelt pretensioners with force limiters	S	Child Restraint System (CRS) top tether anchors for all rear seating positions	S
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), Brake Assist ⁵ and Tire Pressure Warning System ⁶	S	ISO-FIX seat anchors for outboard rear seating positions	S
Vehicle Stability Control (VSC) ⁷ + Traction Control (TRAC)	S	Daytime Running Lights (DRL)	0
		S = Standard 0 = Optional	

AVAILABLE PACKAGES AND OPTIONS

Packages

Sport Package — includes unique sport seat fabric, hood scoop, tubular-style roof rack with polished stainless steel finish, gray-painted fender flares, RAV4 S badging, color-keyed door handles and power heated outside mirrors.

L Package⁸ — includes color-keyed door handles, power heated outside mirrors, front and rear bumpers, body side moldings and full hard-shell outside spare tire cover; RAV4 L badging; leather-wrapped steering wheel with audio controls and leather-wrapped shift lever; integrated fog lamps; rear privacy glass; and tonneau cover.

Options

- Front seat-mounted side airbags and front and rear side curtain airbags³
- Heated front seats with adjustable temperature control (requires L Package and leather-trimmed seats)
- JBL 3-in-1 AM/FM Cassette/CD with eight speakers in six locations (requires Sport or L Package)
- JBL 3-in-1 AM/FM Cassette/6-disc in-dash CD changer and eight speakers in six locations (requires Sport or L Package)
- 16" 5-spoke aluminum alloy wheels with P215/70R16 tires
- 16" 5-spoke aluminum alloy wheels with P235/60R16 tires and color-keyed fender flares (4WD models only; requires L Package)
- 16" 5-spoke aluminum alloy wheels with P235/60R16 tires and gray-painted fender flares (4WD models only)¹
- 16" 5-spoke aluminum alloy wheels with P235/60R16 tires (4WD models only; requires Sport Package)
- Power tilt/slide moonroof with sunshade

- Anti-theft engine immobilizer and remote keyless entry
- Remote keyless entry
- Auto-dimming electrochromic rearview mirror (requires Sport or L Package)
- Leather-trimmed seats (requires L Package)
- Leather-wrapped steering wheel and shift lever (requires Sport Package)
- Daytime Running Lights (DRL)
- Rear privacy glass
- Roof rack
- Color-keyed rear spoiler (requires Sport or L Package)
- Mudguards
- Wide mudguards (requires 16" 5-spoke aluminum alloy wheels with P235/60R16 tires and fender flares or Sport Package)
- Tonneau cover
- HomeLink^{®4} universal transceiver (requires Sport or L Package)

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
- Hood protector
- Fan 5-spoke 16" aluminum alloy wheels
- Wheel locks
- Mudguards
- Class I towing hitch receiver
- Towing accessories
- Premium license plate frames by Grenada
- Roof rack by JAC Products
- Tube steps by Steel Horse Automotive[®]
- Carpeted floor mats
- Carpeted cargo mat
- All-weather floor mats
- Cargo-Logic cargo tote by Nifty Products
- Cargo net
- First aid kit
- Toyota Vehicle Intrusion Protection (VIP) RS3200 Security System⁹
- Emergency assistance kit
- Simulated burlwood molded dash appliqué by Acculaser[®]
- Simulated carbon fiber molded dash appliqué by Acculaser[®]
- Auto-dimming electrochromic mirror
- Xtreme cargo mat by Nifty Products
- Sport pedals by OBX Racing Sports[®]
- Shift knobs by OBX Racing Sports[®]

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).

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: Warranty coverage is for 12 months, regardless of mileage. If the part or accessory is installed during the New Vehicle Limited Warranty period, coverage is for 12 months or the remainder of the applicable warranty coverage, whichever is greater, with the exception of car covers, which are covered for 12 months only.

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 visit www.toyota.com, refer to the applicable *Owner's Warranty Information* booklet or see your Toyota dealer.

¹ Titanium Metallic-painted on Super White and Savannah Metallic.

² Included in Sport and L Packages.

³ The Toyota driver, front passenger, front seat-mounted side airbags and side curtain airbags are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side airbags and side curtain airbags are designed to inflate in severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the airbag modules and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying SRS airbag may cause serious injury or death. Please see your *Owner's Manual* for further instructions.

⁴ HomeLink[®] is a registered trademark of Johnson Controls, Inc.

⁵ 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.

⁶ Toyota's Tire Pressure Warning System 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 Warning System. See your *Owner's Manual* for details.

⁷ Toyota 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.

⁸ Requires either 16" 5-spoke aluminum alloy wheels with P215/70R16 tires or 16" 5-spoke aluminum alloy wheels with P235/60R16 tires and color-keyed fender flares (4WD models only).

⁹ Available for vehicles without factory security or remote keyless entry.

SPECIFICATIONS

	2WD	4WD
Mechanical/Performance		
Engine	2.4-liter DOHC 16-valve EFI 4-cylinder with Variable Valve Timing with intelligence (VVT-i) 161 hp @ 5,700 rpm 165 lb.-ft. @ 4,000 rpm	
Ignition	Electronic, with Toyota Direct Ignition (TDI)	
Transmission	Standard Available	Standard Available
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 and solid rear disc	
4-wheel Anti-lock Brake System (ABS)	Includes Electronic Brake-force Distribution (EBD) and Brake Assist ¹	
Exterior Dimensions (in.)		
Overall height, unloaded	65.7	66.1 (65.7 with P235/60R16 tires)
Overall width	68.3 (70.3 with Sport Package)	68.3 (70.3 with P235/60R16 tires)
Overall length	166.6 (167.5 with L Package)	166.6 (167.5 with L Package)
Wheelbase	98.0	98.0
Track (front/rear)	59.3/59.1	59.3/58.9 (60.0/59.8 with P235/60R16 tires)
Interior Dimensions front/rear (in.)		
Head room	41.3/38.3	41.3/38.3
with moonroof	39.6/38.3	39.6/38.3
Shoulder room	54.1/53.7	54.1/53.7
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)	27/28	28/29 (27/28 with P235/60R16 tires)
Minimum running ground clearance (in.)	6.3	6.7 (6.3 with P235/60R16 tires)
Viscous coupling type center differential	NA	Standard
Weights and Capacities		
Curb weight, manual/automatic (lbs.)	2,897/2,965	3,119/3,186
Gross Vehicle Weight Rating — GVWR (lbs.)	4,041	4,087
Payload ² — manual/automatic (lbs.)	1,144/1,076	968/901
Towing capacity ³ (lbs.)	1,500	1,500
Cargo volume, rear seats in/out (cu. ft.) ⁴	29.2/68.3	29.2/68.3
Fuel tank (gal.)	14.8	14.8
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 (mpg city/highway)⁵		
Manual	24/30	21/26
Automatic	24/28	22/27

COMBINATIONS

RAV4¹



Standard 16" 5-spoke styled steel wheel
Available 16" 5-spoke aluminum alloy wheel²
Available unique 16" 5-spoke aluminum alloy wheel³

SPORT PACKAGE¹



Standard 16" 5-spoke styled steel wheel
Available 16" 5-spoke aluminum alloy wheel²
Available unique 16" 5-spoke aluminum alloy wheel³

L PACKAGE¹



Standard 16" 5-spoke aluminum alloy wheel²
Available unique 16" 5-spoke aluminum alloy wheel³

¹ Vehicle shown with available equipment.

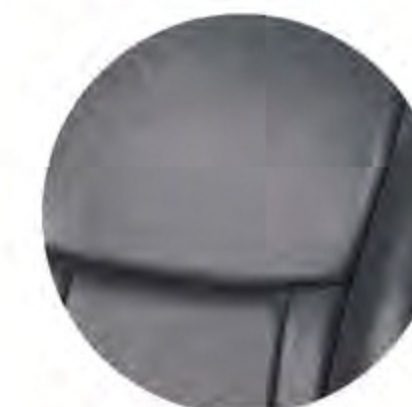
FABRIC/LEATHER



Fabric in Dark Charcoal or Taupe (shown)



Available Sport Package fabric in Dark Charcoal



Available leather-trimmed seats⁴ in Dark Charcoal (shown) or Taupe

COLORS



Frosting White Pearl⁵ with Dark Charcoal or Taupe interior

Super White^{6,7} with Dark Charcoal or Taupe interior

Titanium Metallic with Dark Charcoal interior



Flint Mica⁸ with Dark Charcoal interior



Savannah Metallic^{6,7} with Taupe interior



Salsa Red Pearl⁵ with Dark Charcoal or Taupe⁷ interior



Everglade Metallic⁷ with Dark Charcoal or Taupe interior



Spectra Blue Mica with Dark Charcoal or Taupe⁷ interior



Black with Dark Charcoal or Taupe⁷ interior

² Required with L Package.
³ Available on 4-wheel-drive models.
⁴ Requires L Package.

⁵ Available with L Package only.
⁶ Not available with L Package.

⁷ Not available with Sport Package.
⁸ Available with Sport Package only.

TOYOTA FINANCIAL SERVICES*

Now that you're thinking about purchasing or leasing a Toyota, you may also want to consider leasing or financing the purchase of your new vehicle through your participating dealer and Toyota Financial Services (TFS). TFS offers a variety of high-quality finance and lease products to complement your lifestyle. At TFS we realize that purchasing or leasing a vehicle is a major commitment and we have developed some of the finest customer-focused finance and insurance solutions to help protect your interests over time. And in most cases, you may include the charge for these products in your finance or lease contract.

Toyota RAV4s are designed to meet most 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. Some vehicles are shown with available equipment. 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.

Few companies can match the expertise, quality customer care and total value of TFS. Ask your Toyota dealer or go to www.toyota.com/financial for details.

*Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available to qualified customers through your participating Toyota dealer and Toyota Financial Services.

For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).

¹ See Available Packages and Options section footnote 5 for more information on Toyota's Brake Assist.

² Includes the weight of occupants, available equipment and cargo; limited by weight distribution.

³ Before towing, confirm your vehicle and trailer are compatible, hooked up properly and you have all necessary additional equipment. Do not exceed any Weight Ratings and review all instructions and cautions from your trailer hitch manufacturer and Toyota vehicle *Owner's Manual*. Note that the maximum amount you can tow depends on the total weight of any cargo, occupants and available equipment in the vehicle.

⁴ Cargo and load capacity limited by weight and distribution.

⁵ 2004 preliminary mileage estimates determined by Toyota. EPA mileage estimates not available at time of printing. Actual mileage may vary.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331.

1-800-GO-TOYOTA
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Litho in U.S.A. (400M)





MR2 SPYDER



CELICA



MATRIX



AVALON



CAMRY



CAMRY SOLARA



COROLLA



ECHO



PRIUS*



LAND CRUISER



SEQUOIA



4RUNNER



HIGHLANDER



RAV4



SIENNA

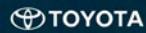


TUNDRA



TACOMA

GET THE FEELING



Don't be surprised if you feel a new sense of possibility when you get behind the wheel of a Toyota. A feeling that you can go anywhere. Do anything. After all, it's easier to go new places when you're absolutely sure you'll get there.

To find out more about RAV4 and the rest of our dependable lineup, visit www.toyota.com

Above vehicles shown with available equipment.

*Prius pre-production unit shown. Production vehicle may vary.

