

# Toyota RAV4: The Versatile Compact SUV

## Overview

The Toyota RAV4 is one of the most popular compact SUVs, offering a perfect balance of comfort, practicality, and rugged performance. It caters to families, eco-conscious drivers, and outdoor enthusiasts with its variety of engine options, including gasoline, hybrid, and plug-in hybrid (Prime) variants.

## Engine Options

- 2.5L 4-Cylinder Gasoline Engine**
  - Power Output:** 203 HP
  - Transmission:** 8-speed automatic
  - Key Feature:** Smooth performance for everyday driving and long road trips
- Hybrid Powertrain (HEV)**
  - Power Output:** 219 HP (combined)
  - Transmission:** Electronically Controlled CVT (eCVT)
  - Key Feature:** Outstanding fuel efficiency and reduced emissions
- Plug-in Hybrid (Prime)**
  - Power Output:** 302 HP (combined)
  - Transmission:** eCVT
  - Key Feature:** Electric-only range of ~42 miles, ideal for urban commutes

## Key Features

### Safety

Toyota Safety Sense (TSS) 2.5:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Steering Assist
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Tracing Assist

### Comfort and Technology

- 8-inch or optional 10.5-inch touchscreen infotainment system
- Wireless Apple CarPlay and Android Auto compatibility
- Available digital rearview mirror
- Heated and ventilated front seats

### Design

- Bold, aggressive styling with available two-tone exterior color options
- LED headlights and taillights
- Hands-free power liftgate

## Fuel Efficiency

- Gasoline Engine:** ~27 MPG (city) / ~35 MPG (highway)
- Hybrid Powertrain (HEV):** ~41 MPG (city) / ~38 MPG (highway)
- Plug-in Hybrid (Prime):** ~94 MPGe (electric + hybrid) / ~42 miles all-electric range

## Pricing

- Base Model (LE):** Starting at \$28,000
- Mid-Level Trim (XLE):** Starting at \$30,000
- Premium Trim (Limited):** Starting at \$36,000
- RAV4 Prime (Plug-in Hybrid):** Starting at \$42,000

## Ideal Customer

- Families:** Ample cargo space and top-tier safety features
- Eco-Conscious Drivers:** Hybrid and plug-in hybrid options for fuel savings and reduced emissions
- Outdoor Enthusiasts:** AWD availability and rugged trims like Adventure and TRD Off-Road

## Competitor Comparison

### Toyota RAV4 vs. Honda CR-V

- RAV4 offers hybrid and plug-in hybrid options, while CR-V focuses on turbocharged engines
- RAV4's off-road trims cater to adventurous drivers

### Toyota RAV4 vs. Mazda CX-5

- RAV4 provides better fuel efficiency and hybrid options
- CX-5 emphasizes luxury interiors but lacks hybrid variants

## Sales Strategies

- Highlight Hybrid Efficiency:** Showcase fuel savings and environmental benefits
- Promote Versatility:** Emphasize spacious cargo and AWD for active lifestyles
- Offer Test Drives:** Demonstrate smooth handling and premium interior features

## FAQs

- Does the Toyota RAV4 have AWD?**  
Yes, AWD is available on select trims, including Adventure and TRD Off-Road
- What is the towing capacity of the Toyota RAV4?**  
Gasoline models can tow up to 1,500 lbs, while the RAV4 Prime can tow up to 2,500 lbs

## Quick Reference Cheat Sheet

Feature	Gasoline Models	Hybrid Models (HEV)	Plug-in Hybrid (Prime)
Engine Output (HP)	203	219 (combined)	302 (combined)
Transmission	8-speed automatic	eCVT	eCVT
Fuel Efficiency (MPG)	27/35	41/38	~94 MPGe
Starting Price (USD)	\$28,000	\$30,000	\$42,000