

TOYOTA	
PRODUCT MARKETING SHEET	
2024 Toyota RAV4 Cruiser AWD	
Model Code: AXAA54R MY24	
Document Date: November 2024	
VEHICLE SPECIFICATIONS	
Model	RAV4 Cruiser All-Wheel Drive SUV
Model Year	2024
Model Code	AXAA54R
Category	Medium SUV
Engine	2.5L 4-cylinder petrol with Dynamic Force technology
Power	152 kW @ 6,600 rpm
Torque	243 Nm @ 4,000-5,000 rpm
Transmission	Direct Shift 8-speed automatic with sequential shift
Drive Type	All-Wheel Drive (AWD) with Dynamic Torque Vectoring
Fuel Tank	55 litres
Fuel Economy	6.5 L/100km (combined ADR 81/02)
Towing Capacity	1,500 kg (braked)
Seating	5 adults
KEY FEATURES	
Australia's #1 Selling SUV	
The RAV4 Cruiser combines sophisticated style with advanced technology and legendary Toyota reliability. Perfect for Australian families.	
Exterior Highlights:	
✔ 19-inch alloy wheels with 235/55R19 tyres	
✔ LED headlights with Adaptive High-Beam System	
✔ LED daytime running lights and fog lights	
✔ Power tailgate with kick sensor activation	
✔ Roof rails (black)	
✔ Privacy glass (rear)	
✔ Chrome exterior accents	
✔ Panoramic glass roof with power sunshade	
Premium Interior:	
✔ Leather-accented seats with heated front seats	
✔ 8-way power-adjustable driver's seat with memory	
✔ Leather-accented steering wheel and gear shift	
✔ 10.5-inch colour touchscreen display	
✔ 12.3-inch digital instrument cluster	
✔ Head-up display (HUD)	
✔ Dual-zone climate control	
✔ Wireless phone charging	
✔ Premium 9-speaker JBL audio system	
✔ Apple CarPlay & Android Auto (wireless)	
Technology & Convenience:	
✔ Smart Key with push-button start	
✔ Auto-dimming rear-view mirror	
✔ Rain-sensing wipers	
✔ Satellite navigation with live traffic updates	
✔ Digital radio (DAB+)	
✔ Multiple USB ports (Type-A and Type-C)	
✔ MyToyota connected services	
✔ Over-the-air software updates	
✔ Voice recognition	
ALL-WHEEL DRIVE SYSTEM	
Dynamic Torque Vectoring AWD	
Intelligent AWD system that actively distributes power to each wheel for optimal traction and handling.	
✔ Independently controls torque to each rear wheel	
✔ Automatically engages 4WD when needed	
✔ Rear-wheel disconnect for improved fuel economy	
✔ Multi-terrain select (Mud & Sand, Rock & Dirt, Snow modes)	
✔ Downhill Assist Control (DAC)	
✔ Hill Start Assist Control (HAC)	
✔ Ground clearance: 200mm	
✔ Approach angle: 18.1°, Departure angle: 20.9°	
TOYOTA SAFETY SENSE	
5-Star ANCAP Safety Rating	
Maximum Safety Score - 86.58 out of 100	
Pre-Collision Safety	
Adaptive Cruise Control	
Lane Assist	
8 Airbags	
✔ Pre-Collision Safety System - detects pedestrians (day/night), cyclists (day), motorcyclists (day)	
✔ Dynamic Radar Cruise Control - full-speed range with Stop & Go	
✔ Lane Departure Alert with steering assist	
✔ Lane Tracing Assist - keeps vehicle centered	
✔ Automatic High Beam	
✔ Road Sign Assist - displays speed limits and warnings	
✔ Blind Spot Monitor with Rear Cross Traffic Alert	
✔ Parking Support Brake - front and rear	
✔ Panoramic View Monitor - 360° camera	
✔ 8 SRS airbags including driver's knee airbag	
✔ Trailer Sway Control	
✔ Vehicle Stability Control	
DIMENSIONS & CAPACITY	
Overall Length	4,600 mm
Overall Width	1,855 mm (mirrors: 2,105 mm)
Overall Height	1,685 mm (with roof rails)
Wheelbase	2,690 mm
Ground Clearance	200 mm
Boot Capacity	580 litres (VDA) / 1,690 litres (seats folded)
Seating Capacity	5 adults
Kerb Weight	1,625 kg
GVM	2,230 kg
Turning Circle	10.6 m (kerb to kerb)
COMPLIANCE & STANDARDS	
This vehicle complies with:	
✔ Australian Design Rules (ADR) - All applicable standards	
✔ ADR 79/04 - Emission control for light vehicles	
✔ ADR 81/02 - Fuel consumption labelling	
✔ ANCAP 5-Star Safety Rating (tested 2022, still current)	
✔ Adult Occupant Protection: 86%	
✔ Child Occupant Protection: 87%	
✔ Vulnerable Road Users: 85%	
✔ Safety Assist: 91%	
✔ Green Vehicle Guide - 4.5 stars	
✔ ISO 26262 - Functional safety for automotive systems	
Build Location: Japan	
Compliance Plate: Driver's side B-pillar	
Build Quality: ISO 9001 certified manufacturing	
AVAILABLE COLORS	
Standard Colors	Premium Colors
Glacier White, Silver Sky, Magnetic Grey, Eclipse Black	Ruby Flare Pearl, Saturn Blue, Nebula Blue (additional \$675)
Interior: Black leather with contrast stitching	
Optional: Cinnamon Brown interior (no additional cost on Cruiser)	
WARRANTY & SERVICING	
Toyota Genuine Advantage	
New Vehicle Warranty	Capped Price Servicing
5 years / unlimited km	5 years / 75,000 km
Roadside Assistance	Service Interval
12 months (renewable annually)	Every 10,000 km or 6 months
Service Cost Example:	
10,000 km service	\$230
20,000 km service	\$360
30,000 km service	\$230
40,000 km service	\$460
Total 5 years / 50,000 km	\$1,510
Pricing current as of November 2024. Capped price servicing provides certainty.	
PRICING & AVAILABILITY	
Manufacturer's List Price (MLP)	\$48,990 (excludes on-road costs)
Typical Drive Away Price	\$53,500 - \$54,500 (varies by state)
On-Road Costs	Registration, CTP, stamp duty, dealer delivery (\$600)
Delivery Timeframe	2-3 months (check with dealer for current stock)
Finance Options	Toyota Finance from 6.49% p.a. comparison rate*
Trade-In Available	Yes - instant online valuation available
*Comparison rate based on \$30,000 loan over 5 years. T&Cs apply.	
VALUE PROPOSITION	
Why Choose RAV4 Cruiser?	
• Best Seller: Australia's #1 selling SUV for 6 consecutive years	
• Resale Value: Retains 60-65% value after 3 years	
• Reliability: Consistently ranked in top 3 for reliability	
• Practicality: Perfect size for families and city parking	
• Low Running Costs: Capped servicing and excellent fuel economy	
• Dealer Network: 250+ dealers Australia-wide	
• Parts Availability: Quick turnaround on genuine parts	
ACCESSORIES	
Popular Toyota Genuine Accessories:	
• Bonnet protector - \$220	
• Weather shields - \$265	
• Cargo liner - \$180	
• Cargo barrier - \$330	
• Tow bar kit - \$1,350 (fitted)	
• Roof racks - \$620	
• Dash camera - \$595 (fitted)	
• Paint protection film - \$1,800	
Accessory Packages Available: Contact dealer for current promotions	
DEALER INFORMATION	
Find a Dealer	Book Test Drive
www.toyota.com.au/dealer-locator	Online booking available 24/7
Customer Care	Website
1800 TOYOTA (1800 869 682)	www.toyota.com.au/rav4
MARKETING COMPLIANCE CHECKLIST	
✔ All Claims Verified	
• ✔ "Australia's #1 Selling SUV" - VFACTS data verified (6 consecutive years)	
• ✔ Fuel economy figures tested to ADR 81/02	
• ✔ ANCAP 5-star rating current (tested 2022, valid until 2029)	
• ✔ Safety scores match ANCAP published data	
• ✔ Towing capacity certified and load tested	
• ✔ Warranty terms comply with Australian Consumer Law	
• ✔ Service pricing includes GST, current at publication	
• ✔ All specifications match MY24 Australian model	
• ✔ Images show Australian-spec vehicle with correct features	
• ✔ Pricing disclosure meets ACL requirements	
• ✔ Comparison rate calculation verified	
• ✔ Resale value claims based on Redbook data	
TOYOTA	
Let's Go Places	
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All specifications subject to change without notice. Vehicles shown may have optional accessories.	
Pricing correct at time of publication. On-road costs vary by state.	