

## 2024 TOYOTA RAV4

# Toyota Updates Popular RAV4

PRESS RELEASE

The best-selling compact SUV in America for six years running keeps showing its versatility in 2024. Leading the way is the RAV4 Hybrid Woodland Edition, which returns for its second year in the lineup.

For 2024, the Woodland Edition adds a new two-tone paint combination and 1¼-inch activity mount standard. It also brings even more indoor comfort to the outdoor inspired model, with optional heated front seats and leather-trimmed steering wheel as part of a newly offered Weather Package.

The 2024 RAV4 Hybrid Woodland Edition offers a distinctive blend of function, style, and efficiency. It's ready to take on a legendary road trip with an exclusively equipped 1¼-inch rear activity mount standard, accommodating a cargo carrier or tray style bike rack. For even more luggage capacity, it features high profile black roof rails and standard cross bars to pack an array of supplies for a weekend camping trip and a 120V inverter to power-up an assortment of compatible household items for a day-trip or overnight camping excursion.

The Woodland Edition also debuts optional two-tone color combinations for



The Toyota RAV4's Woodland Edition is back with even more updates for 2024, including a two-tone paint choice.

model year 2024, with a choice of Army Green or Ice Cap, each paired to a Midnight Black Metallic roof; and for drivers looking for sleek, mysterious style, it is also available in Midnight Black. Whichever color it wears, it comes equipped with striking 18-inch, six-spoke bronze-colored TRD flow-formed alloy wheels with Falken WILDPEAK AT tires for optimal off-roading when activating Trail Mode, which acts as a virtual limit-

ed slip differential that delivers power to specific wheels for extra traction when needed. Additional stylish touches include a dual black chrome-tipped exhaust, black badges and exterior accents including mirrors, outside door handles, and rear hatch garnish.

### HYBRID

Engineered to tackle urban, suburban and outdoor adventures, the fifth generation RAV4 is built on

the Toyota New Global Architecture-K (TNGA-K) platform. With a boldly chiseled design inspired by Toyota's tough trucks, the latest RAV4 amplifies the desirable crossover traits that made the first RAV4 an instant success over a quarter-century ago.

The RAV4 Hybrid models take the appealing SUV package and add the efficiency of the Toyota Hybrid System II (THS II). The THSII system combines the

2.5-liter 4-cylinder Dynamic Force Engine with two Motor Generators, a Continuously-Variable Transmission (CVT), and is exclusively paired with an Electronic All-Wheel Drive system (e-AWD) that operates at all vehicle speeds.

The e-AWD system uses an independent electric motor at the rear wheels, rather than a torque-distribution system in the transmission and additional driveshaft to the rear. This

### BY THE NUMBERS

**Base price:** \$28,475  
**Wheelbase:** 105.9 in.  
**Length:** 180.9 in.  
**Width:** 73 in.  
**Height:** 67 in.  
**Engine:** 2.5-liter four cylinder, 203 hp, 184 lb.-ft. torque  
**Transmission:** Eight-speed automatic  
**Estimated mileage:** 27 city, 34 highway

rear motor operates proactively anytime rear torque would be beneficial to keep the vehicle on the driver's intended line, or when conditions get slippery.

### GASOLINE

The 2024 RAV4 is also available in models that are exclusively powered by a 203-horsepower, 2.5L 4-cylinder Dynamic Force Internal Combustion Engine (ICE). With choices of LE, XLE, XLE Premium, Limited, Adventure, and TRD Off-Road grades, drivers can experience an exceptional blend of power, performance, and comfort. On all grades, the 2.5L engine is paired with a Direct Shift 8-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) that gets an EPA-estimated 27 mpg city / 35 mpg highway.