



Georgetown Toyota sales manager Christian Febel, shows off the new Toyota RAV4 at their Mountainview Road N. location. The Toyota RAV4 keeps getting better with age. Built in Woodstock, the fourth-generation CUV has been redesigned for 2013. With every new car purchased at Georgetown Toyota in November customers will be entered into a draw for a snowblower— odds are one in 50.

Photo by Ted Brown

## Toyota RAV4 puts on its game face for 2013

By **LORNE DRURY**  
Metroland Media Group

The assembly plant where Toyota builds the RAV4 is in Woodstock, Ont., only a few kilometres from my home in southwestern Ontario.

So although it was late in the model year, I thought it was only appropriate that I get in a test drive of the redesigned 2013 RAV4 before the 2014 models are released.

This is the fourth generation of the RAV4, which Toyota claims was the first compact sport utility ve-

hicle when it was introduced to the North American market in 1996.

While a compact sport ute, or crossover utility vehicle (CUV) as they are now called was once a rarity in the marketplace, today crossovers are among the top sellers in North America because they combine the best attributes of a car and a sport utility vehicle, all in a compact format.

In Canada, the RAV4 is one of Toyota's three core vehicles, along with the Corolla and Camry and trails only the Corolla in overall sales.

In terms of the CUV market, the RAV4 sits third

on the sales charts in Canada for 2013 behind the Ford Escape and Honda CR-V with sales of 24,945 units as of the end of September. And in that month, the RAV4 jumped to second place in overall sales behind the Escape.

So with deliveries up 25 per cent over last year, what did Toyota do to attract such renewed interest?

Well for starters they dropped the price more than \$1,000 over the 2012 model and then added more standard features.

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