

# Third generation RAV4 new design improvements

For 2007, the Toyota tweaks the RAV4 packaging and makes some early improvements to the third-generation model that debuted to critical acclaim and new sales records just last year.

Front seat mounted side airbags and roll-sensing front and rear head/side curtain airbags have been made standard across the lineup for added occupant protection.

Two new option packages give owners the chance to add luxury to two of their most popular mid-range models. The 4-cylinder RAV4 Limited takes a step up the luxury ladder with a new available option package that includes leather seating surfaces, heated driver and front passenger seats, and simulated leather door trim.

And the RAV4 Sport V6 may now be fitted with an optional power tilt-and-slide moonroof with sunshade.

But let us start with the fundamentals.

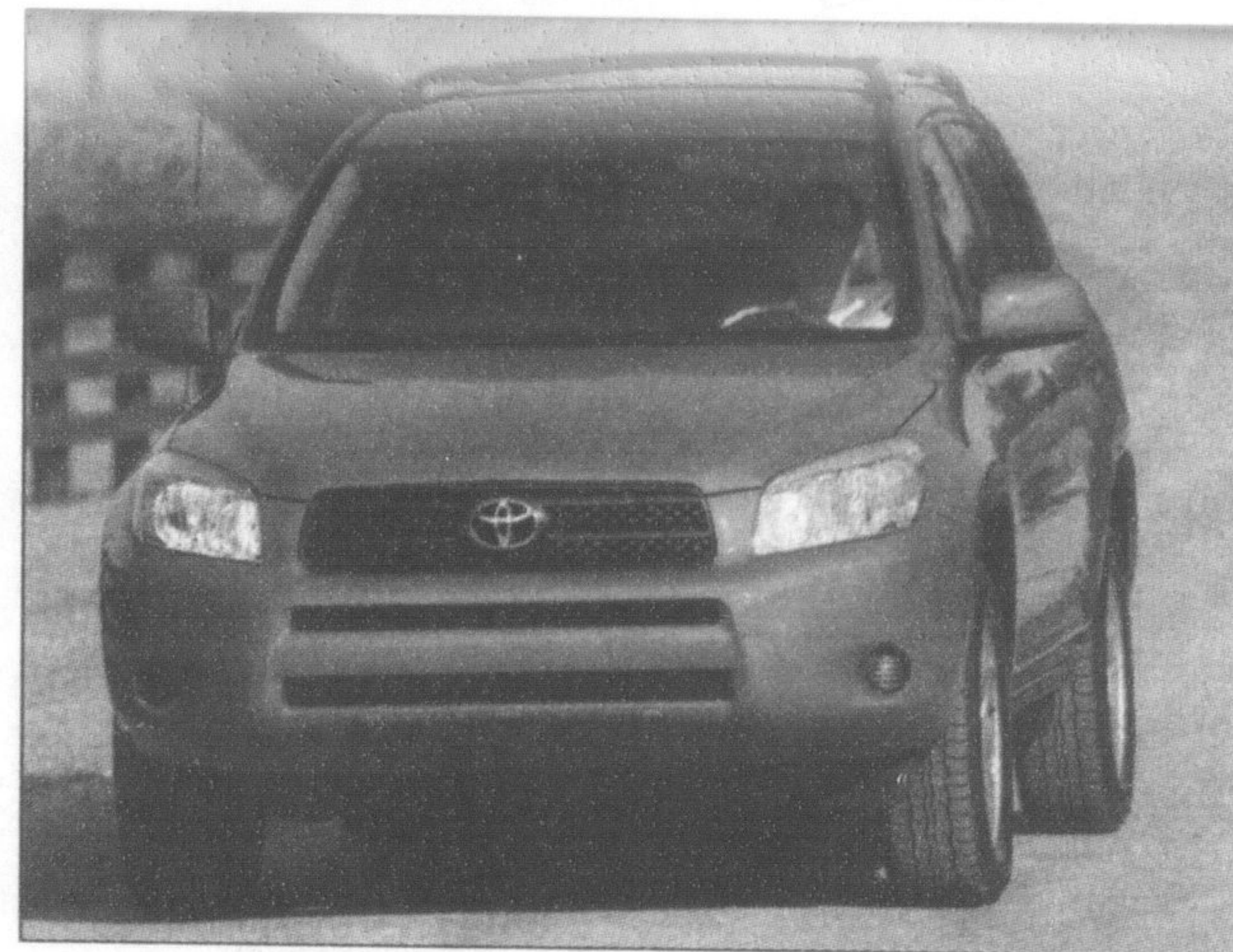
The RAV4 Base and Limited are fitted with a 16-valve,

dual overhead cam 2.4-litre inline 4-cylinder engine that produces 166 hp @ 6,000 rpm and 165 lb-ft torque @ 4,000 rpm. The Manufacturer's Suggested Retail Price (MSRP) starts at \$29,300 for the base RAV4 4-cylinder, while the Limited 4-cylinder model has an MSRP starting at \$33,195.

The RAV4 Base V6, Sport V6 and Limited V6 are powered by a 24-valve, dual overhead cam 3.5-litre V6 that produces a class-leading horsepower rating of 269 hp @ 6,200 rpm and 246 lb-ft torque @ 4,700 rpm. The base V6 model has an MSRP of \$31,800, with the Sport version starting at \$33,590. The Limited V6 grade starts at \$36,970.

Both engines feature Toyota's Variable Valve Timing-intelligent (VVT-i) technology and aluminum cylinder blocks and heads to maximize power while delivering top-level SUV fuel economy.

Engine technology, coupled with a state-of-the-art Toyota exhaust system, ensures all RAV4s meets Environment



The 2007 RAV4 builds on the success of the third-generation model that debuted just last year, adding new standard safety and option packages to one of the most successful lineups in the compact SUV segment.

Canada's stringent Tier 2 emission standards.

The 4-cylinder RAV4 has impressive fuel consumption ratings for a compact SUV - 10.1 litres/100 km in the city and 7.8 on the highway.

The RAV4 V6 consumes 11.1 litres/100 km in the city and 7.7 on the highway.

For the RAV4, Toyota created two transmissions. The Super-Electronically-Controlled automatic Transmissions (Super ECT) are available in a four-speed configuration for the 4-cylinder model and a five-speed configuration for the V6 model.

Moving inside the RAV4, which has grown increasingly roomy and comfortable over the years, customers will find a good list of standard equipment even on base models. The list includes A/C, an AM/FM/CD/MP3 audio system with auxiliary input jack, power windows and door locks, keyless entry, cruise control, tilt/telescopic steering wheel, dual power remote heated side mirrors and other standard amenities that can be bolstered with option and trim choices.

As mentioned earlier, for safety, all 2007 RAV4 models are now equipped with front seat-mounted side airbags and roll-sensing front and rear head/side curtain airbags, in addition to dual-stage SRS driver and passenger airbags.

Up front, the RAV4s halogen headlamps feature an enlarged high-beam illumination area for improved night-time visibility. And to help drivers see what's behind them, the new RAV4 features electrically adjustable heated side mirrors that are larger than on previous models.

Toyota invented the car-based compact SUV segment when we launched the first RAV4 in 1996, and we continue to set the standard in 2007, said Tony Wearing, Managing Director of Toyota Canada Inc. The new-generation RAV4 has caught the imagination of buyers because it combines the 'Never Quit' philosophy of Toyota's entire truck lineup with the youthful attitude toward work and play that's key for the active lifestyle.

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