

The Buyer's Guide to
THE 2018 TOYOTA
RAV4



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TOYOTA
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The Toyota RAV4 is a fun, spacious, and agile midsize SUV that was first introduced in 1994. This sporty vehicle has gone through several changes over the years, including its engine, body structure, and overall design. The 2018 Toyota RAV4 has improved upon its predecessors, so if you're seeking out a stylish and sporty midsize SUV or crossover, the Toyota RAV4 certainly delivers. If you're looking for more information on this vehicle, you've certainly come to the right place.

In this eBook, you'll learn a variety of information about the 2018 Toyota RAV4, including:

- Specs, dimensions, and features
- Design, style, and trim levels
- Getting firsthand experience

By reading this eBook and familiarizing yourself with the 2018 Toyota RAV4, you'll be able to determine with confidence and clarity if it's the right midsize SUV.



2018 Toyota RAV4

Specs, Dimensions, & Features

2018 Toyota RAV4 Engine Specs

The 2018 Toyota RAV4 features two different engine options for you to choose from. The 2.5L 4-cylinder engine is the standard with most of the different trim levels. This engine comes equipped with the versatile 6-speed electronically controlled automatic transmission, and can deliver 176 horsepower and 172 lb-ft of torque. This engine allows the Toyota RAV4 to tow up to 1,500 pounds.

This midsize SUV also offers a 2.5L 4-cylinder hybrid engine. This engine can produce 194 net horsepower. While already fuel-efficient, this engine comes paired with a Continuously Variable Transmission (CVT). This transmission provides smoother and more direct gear transitions when accelerating, and it can even add to the vehicle's overall fuel efficiency. The Hybrid trims also feature all-wheel drive with intelligence, which allows your vehicle to alter between all-wheel drive and front-wheel drive, depending on the road conditions or terrain that you're driving on.

Toyota RAV4 Dimensions & Capacities

Row	Headroom	Headroom w/ Moonroof	Legroom	Cargo Behind Row
First	39.8 inches	38.9 inches	42.6 inches	73.4 cubic feet
Second	38.9 inches	38.9 inches	37.2 inches	38.4 cubic feet

The Toyota RAV4 offers a spacious and comfortable cabin that's equipped to carry five passengers. The vehicle's two rows are outfitted with fabric material, which can be upgraded to SofTex®-trimmed seats. This synthetic leather material is comfortable, easy to clean, and generates less VOC emissions than traditional synthetic leather materials.

When it comes to the spacious interior, there's 38.4 cubic feet of cargo space behind the second row that's suitable to hold your luggage, groceries, or materials. The rear features the 60/40 split, reclining, fold-flat second-row seat with a center armrest.

This bench can easily be configured to accommodate for larger materials, or the bench can be folded down to open the cargo area to 73.4 cubic feet, letting you boost your total storage space in place of unoccupied rear seats.



RAV4 *FEATURES*

Comfort & Convenience

The base level Toyota RAV4 trim comes standard with air conditioning, while dual zone automatic climate control is offered with an upgrade. This system lets the driver and front passenger pick their own preferred temperature for individual comfort. Even if there are vastly different temperature preferences, each ride will get their necessary comfort without affecting the other.

The Toyota RAV4 also comes with the remote keyless entry system. This system allows you to gain entry to the vehicle without having to pull out the key and hit unlock. As long as the key is within proximity of the vehicle, it'll automatically unlock once you've pulled the handle. The vehicle can also feature Push Button Start, which is optional with an upgrade.

Entertainment & Technology Features

The Entune™ Audio Multimedia Bundle comes standard with the Toyota RAV4. This bundle includes a 6.1-inch high-resolution touchscreen display that allows you to easily select your media preferences. This screen also features advanced voice recognition, which you can use to your advantage while on the road by pressing the button on the steering wheel. By doing so, you can deliver voice commands to access your audio entertainment, or place a call through the connected Bluetooth® system and your synced smartphone.



As for audio entertainment, the Toyota RAV4 comes outfitted with six speakers throughout the cabin, providing smooth and clear listening to every passenger onboard. This midsize SUV comes with an AM/FM radio, a CD/MP3/WMA player, a USB port and auxiliary input, and Bluetooth® streaming. An upgrade to one of the higher trim levels adds a 3-month SiriusXM® trial, HD Radio™ Technology, and even the Connected Navigation App.

If you upgrade your Toyota RAV4 to one of the higher trim levels, you'll get a load of fun and sophisticated amenities, like a 7-inch split-screen display, 11 JBL® GreenEdge™ speakers with a subwoofer, and a Predictive Traffic and Doppler Weather overlay with your connected navigation system.



Active Safety Features

The Toyota active safety bundle is called the Star Safety System™. This system contains several features that utilize the Anti-Lock Braking System. The Enhanced Vehicle Stability Control and Traction Control work together to prevent wheel slip or a loss of traction. When the vehicle endures wheel slip on slick terrain, this feature will activate and provide the necessary brake pressure and engine power reduction to prevent the wheel from slipping further. By doing so, it regains its traction and direction.

Electronic Brake-force Distribution is a system that will actively vary the amount of brake pressure that's applied to both the front and rear wheels. It'll help provide drivers with more braking control. The Brake Assist feature simply adds the extra force needed when you're in an emergency braking situation.

The Toyota RAV4 also features Hill Start Assist Control. This system keeps the vehicle still while stopped on an incline. When you're ready to move forward and accelerate, this feature will prevent the vehicle from rolling back when the brake pedal is released and the gas pedal is being pressed. Plus, the Tire Pressure Monitoring System utilizes sensors inside the wheels to send a warning when one or more of the tires are low on air and require a fill-up.

The vehicle also features a backup camera with projected path static lines. This feature uses the 6.1-inch screen to show you the rear point of view of the vehicle to aid you while in reverse. Upgrading the Toyota RAV4 will include the backup camera with dynamic guidelines, or even the Bird's Eye View Camera, which can provide a 360-degree view of your vehicle and its surroundings.

Passive Safety Features

The Toyota RAV4 is equipped with the driver and front passenger Advanced Airbag System. These airbags are triggered by a sensor that can detect the force of the collision and adjust the inflation pressure of the airbags accordingly. By doing so, this system will provide sufficient protection, given the severity of impact. These airbags aim to reduce the risk of airbag-related injuries.

The 2018 RAV4 also features a variety of other airbags. Front passengers receive additional protection through the side-impact airbags, and the driver gets a knee airbag. All passengers of the 2018 Toyota RAV4 get coverage from the front-and-second-row Roll-sensing Side Curtain Airbags, which will deploy when the wheels lift off the ground. These airbags provide coverage for the passengers' heads from hitting the window.

Toyota Safety Sense™ P

The 2018 Toyota RAV4 comes standard with the Toyota Safety Sense™ P system. This system is a collection of advanced driver-assisting technology features that can provide extra safety and security to the driver. Almost all of these features utilize front and rear-mounted sensors.



The Pre-Collision System with Pedestrian Detection can sense the distance from the object and your rate of approach. Then, it'll send a visual warning, as well as apply enough brake pressure to give the driver time to react and stop the vehicle. The Lane Departure Alert with Steering Assist prevents the vehicle from straying from the lane or going off the road. It recognizes the lines in the road, and will notify and apply enough brake pressure to keep the RAV4 in its intended lane.

The 2018 Toyota RAV4 also features Automatic High Beams. When the sensors detect a lack of natural light, the high beams will activate to provide you with a clearer view. Once a vehicle is approaching from the opposite lane, they'll also dim. The last driver-assisting feature is Dynamic Radar Cruise Control. This feature allows you to set your desired cruising speed, along with a preferred distance from the vehicle in front of you. Then, it'll maintain the distance you set, even when traffic ahead begins to slow.



Design, Style, & Trim Levels

Design & Style

The 2018 Toyota RAV4 features a stylish body that stands out among other midsize SUVs and crossovers. The front fascia features a smooth and subtle vented grille with the iconic Toyota emblem resting above it on the hood. The vehicle features halogen projector-beam headlights that run during the day and night. Upgrading from the base can include the front bumper-integrated fog lights, which provide additional illumination during nighttime drives.

The vehicle comes equipped with 17-inch wide-vent steel wheels, which can be upgraded to feature the 17-inch 5-spoke alloy wheels. You also have the option of the 18-inch black alloy wheels, 5-spoke Sport alloy wheels, or even the 5-spoke SuperChrome alloy wheels.

The 2018 Toyota RAV4 comes in a variety of colors, such as:

- Galactic Aqua Mica
- Blizzard Pearl
- Ruby Flare Pearl
- Black Sand Pearl
- S-Code Super White
- Electric Storm Blue
- Super White
- Black Currant Metallic
- S-Code Black
- Magnetic Gray Metallic
- Black
- Silver Sky Metallic
- S-Code Electric Storm Blue

The S-Code colors feature a specific body color with a front and rear silver-painted bumper garnish, giving the vehicle a multi-colored aesthetic.



Trim Levels

When it's time to start considering whether the Toyota RAV4 has what it takes to be your next car, you need to familiarize yourself with the different trim levels that it comes with. The 2018 Toyota RAV4 comes with nine different trim levels. The base level LE and the XLE trim have little differences, most notably with their respective seating materials as well as climate control systems.

The XLE Hybrid trim includes a different engine and transmission from the other trims, as well as a standard navigation app. The following Adventure trim features updated seating materials and adjustments, high-end headlights, and larger wheels. The SE and SE Hybrid both include roof rails, 18-inch black alloy wheels, connected navigation, and shift levers.

The highest 2018 Toyota RAV4 trims are the Limited, Limited Hybrid, and Platinum. These trims include the front and rear silver-painted bumper garnish, SuperChrome wheels, the Entune™ Premium Audio system, and SofTex® seating with 8-way power-adjustable driver's seats with a memory system. The Platinum trim comes with the 11-speaker JBL® GreenEdge™ system.



Getting Firsthand Experience

Once you've determined your favorite 2018 Toyota RAV4 trim level, you'll want to take the next step to see the vehicle in-person, so you can be absolutely sure that it's the midsize SUV that you want. Head to your local Toyota dealership to get a closer look at the 2018 Toyota RAV4. You'll be able to check it out and see all the features that you've just read about in-person.

However, when it comes to determining your next midsize SUV, the best way to do so is by getting firsthand experience. Tell the Toyota associate that's assisting you that you want to take the 2018 Toyota RAV4 out for a test drive. They'll gladly accommodate you and assist you with taking the vehicle out on the road.

Once you're inside the cabin, you'll be able to get a sense of the style. You can even see the impressive features, like the Entune™ touchscreen. However, when it comes to the test drive, the most important area of focus is the vehicle's overall performance and abilities. You'll be able to get a sense of how the vehicle handles, how quickly it accelerates, and even the responsiveness of the brake pedal. You may even get to see how some of the impressive Toyota Safety Sense™ P system works. When you return to your local Toyota dealership, you'll be able to determine if the Toyota RAV4 meets your standards and has what it takes to be your next midsize SUV. Then, you can move forward with the process of taking it home.

