

2023 RAV4 Prime



- Explore
- Build & Price
- Competitive Comparison

RAV4 PRIME MODELS



SE AWD



XSE AWD

PACKAGE
Standard Package

PACKAGE
Standard Package
↳ XSE Technology Package

AVAILABLE EXTERIOR COLOURS

- White
- Magnetic Grey Metallic
- Silver Sky Metallic with Black Roof
- Supersonic Red with Black Roof
- Wind Chill Pearl
- Midnight Black Metallic
- Magnetic Grey Metallic with Black Roof
- Silver Sky Metallic
- Wind Chill Pearl with Black Roof
- Blueprint with Black Roof

AVAILABLE INTERIOR COLOURS

- Black Cloth
- Black Mixed Fabric & Softex
- Black Softex





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OPTIONAL PACKAGES

RAV4 PRIME XSE AWD

XSE TECHNOLOGY PACKAGE |

- 11 Speaker JBL Audio Clari-Fi Audio System
- Power Rear Door with Kick Sensor
- Ventilated Front Seats
- Panoramic Moonroof
- Head-Up Display
- Paddle Shifters
- Intelligent Clearance Sonar with Rear Cross Traffic Brake
- SofTex Seats
- Bird's Eye View Camera
- 120V Outlet (1500W high output)

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STANDARD SPECIFICATIONS

● Standard — Not Available ↑ Available

SE AWD

XSE AWD

SAFETY & CONVENIENCE

CONVENIENCE

Power Rear Door	●	—
Smart Key w/Push Button Start	●	●
Power Door Locks	—	●
Wireless Charging	—	●

SAFETY

Blind Spot Monitor with RCTA	●	●
Backup Camera	●	●
Child Protector Rear Door Locks	●	●
ISOFIX Anchors for Child Safety Seats (Middle: 2)	●	●

SECURITY

Engine Immobilizer	●	—
Glove Box Lock	●	●
Engine Immobilizer Anti-Theft System	—	●

STAR SAFETY SYSTEM

Star Safety System: Smart Stop Technology, Vehicle Stability Control, Anti-Lock Brakes, Traction Control, Electronic Brake Force Distribution, Brake Assist	●	●
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TOYOTA SAFETY SENSE 2.5

Full-Speed Range Dynamic Radar Cruise Control	●	●
Pre-Collision System with Pedestrian Detection, Cyclist Detection and Night Time Pedestrian Detection	●	●
Right/Left Turn Oncoming Pedestrian Detection /Braking	●	●
Left Turn Oncoming Vehicle Detection/Braking	●	●
Lane Tracing Assist	●	●
Lane Departure Alert with Steering Assist	●	●
Automatic High Beam	●	●
Toyota Safety Sense 2.5	●	●

INFOTAINMENT

AUDIO

Apple CarPlay compatibility	●	●
Android Auto compatibility	●	●
6 Speakers	●	●
SiriusXM® with 3-month All-Access trial	●	●

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STANDARD SPECIFICATIONS

	SE AWD	XSE AWD
● Standard — Not Available ↑ Available		
8" Toyota Multimedia w/ Service/Safety Connect (up to 10yr trial), Remote/Drive Connect capable (Sub. Required)	●	●
5 USB Charging Ports	●	●

DIMENSIONS

DIMENSIONS		
Length mm (in.)	4596 (180.9)	4596 (180.9)
Width mm (in.)	1854 (73.0)	1854 (73.0)
Height mm (in.)	1702 (67.0)	1707 (67.2)
Wheelbase mm (in.)	2690 (105.9)	2690 (105.9)
Seating Capacity	5	5
Ground Clearance mm (in.)	180 (7.1)	191 (7.5)
Front Headroom mm (in.)	991 (39.0)	958 (37.7)
Rear Headroom mm (in.)	1016 (40.0)	1001 (39.4)
Front Legroom mm (in.)	1039 (40.9)	1039 (40.9)
Rear Legroom mm (in.)	960 (37.8)	960 (37.8)
Front Shoulder Room mm (in.)	1468 (57.8)	1468 (57.8)
Rear Shoulder Room mm (in.)	1433 (56.4)	1433 (56.4)
Gross Vehicle Weight kg (lbs.)	2508.37 (5530.0)	2508.37 (5530.0)
Towing Capacity kg (lbs.)	1134 (2500)	1134 (2500)
Payload(GVWR-curb weight) kg (lbs.)	588 (1296)	588 (1296)
Cargo Capacity L (cu. Ft.)	949 (33.5)	949 (33.5)
Base Curb Weight kg (lbs.)	1920.01 (4232.9)	1950.00 (4299.0)
Fuel Capacity litres (gal.)	55 (15)	55 (15)
Fuel Consumption - City/Highway/Combined L /100km	5.7/6.4/6.0	5.7/6.4/6.0
Fuel Consumption - City/Highway/Combined mpg	/47	/47
Horsepower (kW)	302	302
Approach Angle (Degrees)	19	19
Departure Angle (Degrees)	21	21

POWERTRAIN & MECHANICAL

BRAKES		
Electric Parking Brake (EPB)	●	●
TRANSMISSION		
Electronically Controlled Continuously Variable Transmission (ECVT)	●	●
ENGINE		
Hybrid Synergy Drive	●	●

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2.5 Litre, 4-Cylinder, DOHC, Dual Variable Valve Timing with Intelligence (VVT-i)	●	●
6.6kW AC Charger	●	●

SUSPENSION

Sport Tuned Front Suspension	●	●
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INTERIOR

SEATS

Heated Front Seats	●	—
8-way Power Adjustable Drivers Seat	●	●
Driver Lumbar Support	●	●
Rear Foldable 60/40 Seats	●	●
Fabric Seats	●	—
2-way Power Adjustable Lumbar Support	●	●
SofTex-trimmed Seats with Fabric Seat Inserts	—	●
Heated Front & Rear Seats	—	●

INTERIOR MIRRORS

Day and Night Mechanical Rear View Mirror	●	—
Digital Display Rear View Mirror with Homelink	—	●
Auto-Dimming Rear View Mirror with Homelink	—	●

CLIMATE CONTROL

Short Range Key Fob Remote Climate Start	●	●
Dual Zone Automatic Climate Control	●	●

INSTRUMENTATION

7-in. Colour TFT Multi Information Display	●	—
12.3-in. Colour TFT Multi Information Display	—	●

TRIM

Leather Wrapped Shift Knob	●	●
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TRUNK/CARGO

Tonneau Cover	●	●
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WINDOWS

Front Windshield Deicer	●	●
Electric Rear Window Defroster	●	●

STEERING WHEEL

Leather Wrapped Steering Wheel	●	●
Heated Steering Wheel	●	●

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INTERIOR LIGHTING

Illuminated Entry	●	●
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EXTERIOR

Color-keyed upper front bumper and black lower front bumper, overfenders and rear bumper	●	●
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EXTERIOR

EXTERIOR LIGHTING

Bi-LED Projector Low-and High-Beam Headlights w/ LED Accent Lights	●	●
LED Daytime Running Lights	●	●

EXTERIOR

Power Slide / Tilt Moonroof	●	●
Front & Rear Splash Guards	●	●
Chrome Roof Rails	●	●

WIPERS

Rain Sensing Wipers	●	●
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TIRES

Temporary Spare Tire	●	●
225/60R18	●	—
235/55R19	—	●

EXTERIOR MIRRORS

Power Adjustable Heated Exterior Mirrors	●	●
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WHEELS

18" Alloy Wheels	●	—
19" Alloy Wheels	—	●

OPTIONAL FEATURES

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11 Speaker JBL Audio Clari-Fi Audio System	—	↑
Power Rear Door with Kick Sensor	—	↑
Ventilated Front Seats	—	↑
Panoramic Moonroof	—	↑
Head-Up Display	—	↑
Paddle Shifters	—	↑
Intelligent Clearance Sonar with Rear Cross Traffic Brake	—	↑

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● Standard — Not Available ↑ Available

	SE AWD	XSE AWD
SofTex Seats	—	↑
Bird's Eye View Camera	—	↑
120V Outlet (1500W high output)	—	↑

PRODUCT SUMMARY

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IMPORTANT PRODUCT INFORMATION

This page contains information and product warnings for a wide variety of specifications, not all of which will be specifications that come with your selected vehicle.

Global supply issues affecting the automotive manufacturing industry are causing new vehicle delivery delays and inventory of some vehicles may be limited. Please contact your local Toyota dealer for information about availability of your preferred Toyota vehicle

* Payload Capacity is the calculation of GVWR minus curb weight and should be used for comparison purposes only. The maximum amount of passenger and cargo weight your vehicle can carry is the Load Carrying Capacity indicated on the label(s) on the driver's doorjamb.

** Due to supply chain shortages, until further notice certain 2023 models equipped with the Digital Display Rear View Mirror will be built with the Auto-Dimming Mirror instead. Please reach out to a Toyota dealership for more details.

Connected Services (general mentions)
Driving while distracted can result in loss of vehicle control. Some features may be locked out while the vehicle is in gear. To reduce risk of accident while driving, exercise care when using the systems (even with the voice commands) and obey all local laws concerning use of the systems while driving (as some laws prohibit the use of electronic devices while operating a vehicle). Once the Connected Services by Toyota trial subscription expires, paid enrollment is required. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. Android Auto and Google Assistant are trademarks of Google LLC. A compatible customer phone pairing is required and customers are responsible for all data charges. Services are dependent upon connection to a compatible wireless network, provided by a third-party wireless service provider. Toyota is not responsible for cellular network discontinuance and will not provide compensation for reduced service availability.

Remote Connect. Use only if aware of circumstances surrounding vehicle and it is legal and safe to do so (e.g., do not remotely start engine if vehicle is in an enclosed space or vehicle is occupied by a child). Remote Connect depends on factors outside of Toyota' control, including an operative telematics device, a cellular connection, GPS signal, and the availability of a compatible wireless network, without which system functionality and availability may be limited or precluded. Digital Key also requires Bluetooth connectivity. Service may vary by vehicle and region. Requires app download and registration/subscription after trial (if applicable). Terms of Use apply. Data charges may apply. Remote start/stop not available on manual transmission-equipped vehicles. Services subject to change at any time without notice.

Safety Connect depends on factors outside of Toyota's control, including an operative telematics device, a cellular connection, GPS signal, and the availability of a compatible wireless network, without which system functionality and availability may be limited or precluded, including access to response center and emergency support. Stolen vehicle police report required to use Stolen Vehicle Locator. Automatic Collision Notification activates only in limited circumstances. Requires app download/registration and subscription after trial (if applicable). Service subject to change at any time without notice. Terms of Use apply. Service may vary by vehicle and region. See usage precautions and service limitations in Owner's Manual.

Drive Connect services not available in every city or roadway.

Service Connect information provided is based on the last time data was collected from the vehicle and is not real time data. Service Connect is not renewable as a stand-alone service and requires a subscription to any of Safety Connect, Remote Connect or Drive Connect upon trial expiration.

Birds Eye Camera: Cold weather and other environmental factors may limit system. Operates at low speed or when parked. Do not rely exclusively on the system as it is not intended to replace safe attentive operation of the vehicle. You should also look around outside your vehicle, over your shoulder and use your mirrors to confirm clearance.

Qi Wireless charging: Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns.

Towing Capability: Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. "Added vehicle equipment" includes additional standard/optional equipment and accessories added by the manufacturer, dealers, and /or vehicle owners. The only way to be certain of your vehicle's exact curb weight is to weigh your vehicle without passengers or cargo. Installation of a tow hitch receiver or other accessories located near the rear bumper may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. See Owner's Manual for limitations.

Toyota Safety Sense (TSS) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended.

Pre-Collisions System with Pedestrian & Bicyclist Detection: The TSS Pre-Collision System is designed to help avoid or reduce the impact speed and damage in certain frontal collisions only. The Pedestrian and Bicycle Detection system is designed to detect a pedestrian and bicyclist ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians and bicyclists, driver input and weather, light and road conditions. Do not overly rely on the Intuitive Intersection Support system. Always visually confirm that it is safe to proceed. System may not operate depending on the traffic conditions and intersection configuration. Intersection Support will NOT detect pedestrians crossing the road in the same direction as the vehicle. Emergency Steering Assist may not operate if an oncoming vehicle or an obstacle that would prevent a safe evasive manoeuvre are detected.

Automatic High Beam: Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off.

Lane Departure Alert with Steering Assist: Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving.

Dynamic Radar Cruise Control: Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions.

Lane Tracing (Trace) Assist (LTA): Lane Tracing (Trace) Assist (LTA) is designed to read visible lane markers and detect other vehicles under certain conditions. When potential lane departure is detected, LTA provides a visual warning and either an audible alert or vibration in the steering wheel and can apply a slight steering force. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on many factors including road, weather and vehicle conditions.

Colours: Not all exterior and interior colour options are available for every model. Some colours are available at an additional cost. Contact your Dealer for more information.

Fuel efficiency estimates: Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

Blind Spot Monitor System and Rear Cross-Traffic Alert System: Do not rely exclusively on the Blind Spot Monitor System and Rear Cross-Traffic Alert System. They are not collision-avoidance systems or substitutes for safe and attentive driving.

Short Range Key Fob Remote Start: Active DCM required. DCM is active during connected services trial periods or with a paid subscription for connected services. Waiving your connected services will deactivate the DCM.

Details on the above features can be found in the Owner's Manuals (available on-line at toyota.ca) or through your local Toyota Dealer and pertains specifically to vehicles sold in Canada at authorized Toyota dealerships only. Every effort has been made to ensure the specifications and equipment described are accurate based on information available at time of creation of this Product Summary. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be automatically reflected in this Product Summary. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca is updated regularly and it or your Toyota Dealer are your best source for up-to-date information.

Date and mileage limitations refer to whichever comes first from the date of first purchase. Warranty coverage is subject to other terms and conditions. Refer to applicable Warranty and Maintenance Guide for full details.