

This press pack accompanied the UK launch of the five-door version of the first generation Toyota RAV4 in 1995. Some changes were made to the model range during its time on sale, which can be tracked using the Timeline feature available on the first generation Toyota RAV4 archive web page. Additional assets and information relating to the RAV4 range may be obtained from the Toyota press office if required.

FUN ON FOUR WHEELS - TOYOTA RAV4

TOYOTA'S youthful RAV4 has proved a phenomenal success since its launch last June. Priced from just £12,899, and with an Insurance Group rating of just 9 (to be confirmed for the 5-door model), the cost of ownership benefits of the RAV4 are attracting custom from traditional hot hatch and soft top models.

Now, the original three-door model - which has won press praise including the title of Fun Car of the Year from *What Car?* - has been joined by a larger, five-seater, family-orientated five-door model.

The Toyota RAV4 has established a new fun car market as a compact, affordable, exciting sports utility 4x4 vehicle. It appeals particularly to those with active life-styles, a sense of fun and who want to be just a little different. In addition to turning heads with its innovative looks, the RAV4 offers serious fun with permanent four wheel drive, a 2.0 litre 16 valve engine, fully independent suspension, and a roomy, practical interior.

The trend-setting RAV4 is equally stylish in three-door or five-door form with its striking, rounded styling and superb aerodynamics. The three-door model is available with a choice of specification levels, GS or GX, with the GX also available with an automatic gearbox. The new five-door RAV4 is offered with the top GX specification with manual or automatic transmission.

PRICES

Just as attractively priced as the 'baby brother' three-door, the new five-door car - which went on sale in the UK on June 7 - is priced at just £15,945. In automatic form with Toyota's Electronically Controlled Transmission for smooth and precise driving, it is priced at £17,152.

Prices for the three-door derivatives are £12,899 for the GS, £14,240 for the GX (both with manual gearbox) and £15,440 for the RAV4 GX automatic.

Like all Toyotas, the RAV4 (Recreational Active Vehicle with 4 wheel drive) has a 3 year or 60,000 mile warranty plus a year's free membership of Club Toyota which includes a comprehensive roadside assistance service in the UK and Europe.

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SALES BACKGROUND

The RAV4 is already Toyota's most successful 4WD vehicle in Europe with nearly 4,000 models sold in the UK in its first year. Indeed, production at Toyota's Motomachi Plant has been boosted to over 9,000 units a month to cope with European and Japanese demand for the chic machine.

With its extra 16 inches to accommodate five passengers and extra luggage - Toyota is confident that not only will new owners be attracted from less stylish 4x4s, but also from more traditional family vehicles such as hatchback and saloon cars.

Indeed, with the medium car sector accounting for six out of ten new car sales (32 per cent lower-medium and 27 per cent upper-medium), Toyota believes that there is enormous potential for the family-orientated five-door RAV4.

The profile of owners of competitive five-door compact off-roaders reveals that they are likely to be male (71 per cent) and in a household with children (58 per cent). Interestingly, Toyota has broadened the appeal of the urban 4x4 sector with the RAV4 three-door model to attract more female owners (46 per cent), and a greater percentage of single people (19 per cent).

In its first six weeks on sale in Japan, the five-door RAV4 chalked up orders for more than five times the projected sales figure. At the same time, sales of the three-door model continue to meet the monthly sales target of 2,000 vehicles. In the UK, the new five-door model is expected to account for one in two RAV4 sales..

EXTERIOR APPEARANCE

The larger RAV4 matches its baby brother's reputation as a cult fun car. From the front and rear, it has the same rounded bodystyle, chunky wraparound bumpers and a full size spare wheel mounted on the outside of the rear door. The key distinguishing design element is the side profile. The five-door measures in at 13.5 ft (4115mm) in length, a full 16 inches (410mm) longer than its smaller sibling. Half of this extra length (210mm) is placed within the wheelbase, with the remaining inches used to extend the rear and boost luggage space.

The longer wheelbase, extended rear overhang and five-door side profile, provide a more mature and elegant appeal, while retaining the three-door's cheeky looks.

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The new car accommodates five passengers with a spacious 14.4 cu ft boot for shopping, or carrying the family essentials - from pushchairs and baby-boxes, to sports-kits and schoolbags. The rear seats offer a 50/50 fold facility and when folded flat, there is a massive 22.8 cu ft. For both versions of the RAV4, Toyota dealers offer roof rails for those with hobbies such as windsurfing that require larger load carrying abilities.

The RAV4 offers a high road presence and panoramic windows giving virtual all-round visibility, while the 5-door model's greatly decreased B pillar width further enhances the driver's rear view.

Toyota has added two new colours exclusively for the five-door model - Crystal Aqua and Amethyst, and there is also a subtle new interior seat trim.

POWER & PERFORMANCE

As an exciting alternative to a GTi or small sports car, the RAV4 is equipped with an enthusiastic 16 valve, 2 litre engine. Its maximum output is 129bhp @ 5600rpm with a maximum torque of 129lb ft @ 4600rpm.

The RAV4, matched to a five-speed manual gearbox (in three-door and five-door form), achieves 0-60mph in just 11.6 seconds, with a top speed of 105mph (where legal). Toyota's Electronically Controlled Transmission on the three-door and five-door automatic versions ensures a highly precise gear-change with smooth acceleration to 60mph in 12.3 seconds and a top speed of 105mph.

The RAV4 achieves class-leading aerodynamics (Cd 0.40 for the five-door) - not only aesthetically important but an aid to fuel economy too. In both bodystyles, the car returns 27.2mpg on urban cycle (26.9mpg auto), 39.8mpg at 56mph and 29.1mpg at 75mph. It has a 58 litre fuel tank and a remote fuel filler flap release.

SUSPENSION & DRIVING ATTRIBUTES

Noise, vibration and harshness (NVH) levels are impressive in the RAV4 which has a significantly lower sound pressure level than competitors. It is also a competent off-road performer unlike some baby 4WD vehicles. It has a lockable centre differential, low body weight and plenty of torque at low revs from the powerful 1998cc engine.

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With 16 inch wheels and beefy tyres, the RAV4 is tractable both on and off-road. For example, the five-door's off-road mobility is confirmed by the 37° approach angle, a departure angle of 30° and ground clearance of 205mm.

Despite its attractive looks, the RAV4 is both tough and agile. It has all-round independent suspension, power steering and impressive brakes. Up front it has McPherson struts with L-shaped lower arm and stabiliser, while the rear has a double wishbone with trailing arm. The rear trans-axle features special space-saving innovations. It's flat with compact springs and shock absorbers located outside resulting in minimal intrusion of the wheel housing inside the vehicle.

The RAV4 is practical to get in and out of thanks to its original monocoque construction which keeps the floor low and flat. This means that loading children or assisting elderly relatives into the rear is a simple operation.

EQUIPMENT LEVELS

Equipment levels on the RAV4 are practical and easy to use. Useful details across the range include cup/can holders in the back as well as for front seat passengers, internal adjustment of the halogen headlamps, a rear wash/wiper, remote fuel flap release and a full size spare wheel mounted on the outside of the rear door.

Additional features for the RAV4 GX in three-door form are electric front windows and door mirrors, remote control central locking, a tilt-adjustable steering column, panel light dimmer, and intermittent front wipers. Twin removable sunroofs (standard on the 3-door RAV4 GX) and built-in roll bar give the feel of open-top driving.

In-car entertainment features a 2-speaker radio/cassette system as standard on the 3-door RAV4 GS, and a more powerful 4-speaker unit for the 3-door GX model.

Equipment on the new five-door RAV4 GX model includes an electric glass tilt and slide sunroof with blind for added refinement and electric windows front and rear. A window locking facility and rear door child locks are additional handy features.

Details on the new RAV4 GX five-door include net-type seat-back pockets behind the two front seats, handy drink holders and ample storage including a deckside compartment in the rear. There are even neat coin holders to keep change handy for parking or road tolls.

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As expected from Toyota, the RAV4 GX five-door is well appointed with electric door mirrors, remote control central locking, panel light dimmer, internal adjustment of the halogen headlamps, a rear wash/wiper and intermittent front wipers.

ACCESSORIES

For even greater individuality, owners can select from a wide range of accessories for their five-door RAV4. These include stylish front bars, side bar and rear step to provide extra protection in town or off-road. In keeping with Toyota's reputation for responsible vehicle ownership, the front 'A' and 'Bull' bars are both available in polyurethane. Rear light protectors and a weatherproof spare wheel cover are also available.

The RAV4 5-door is sure to appeal to those with sporty outdoor lifestyles and Toyota has catered for their requirements by offering holders for bicycles, skis and surfboards, a luggage platform, roof rails and a towing hitch. There is also a dog guard for canine passengers.

SAFETY & SECURITY

The RAV4 features a sophisticated Thatcham-approved alarm with a transponder operated immobiliser (five-door RAV4 GX), and a reassuring panic button. On the five-door model, the four-speaker radio/cassette system has a detachable front panel for additional security.

The RAV4 offers the high-quality build and attention to safety, typical of Toyota. Generous application of high strength sheet steel and reinforced body members, together with front and rear subframes results in a highly rigid body structure. Toyota's CIAS (Crushable Impact Absorbing Structure) construction transfers the impact energy in the case of a collision beneath the sturdy passenger cell, via the car's underbody structure.

Safety is further enhanced by the chunky wrap-round bumpers front and rear, protective mouldings on the doors and wheel arches, side impact beams, ventilated front disc brakes, and a driver's side airbag. On the five-door there are also standard front seat belt pretensioners, and seat belts for five passengers. The front seats can be adjusted for the ideal driving position, and the steering wheel features tilt adjustment.

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The five-door also offers height adjustable shoulder mountings for the front seat belts with five positions for maximum comfort. There are also useful storage facilities for the rear seatbelt buckles when not in use.

RECYCLING

The origins of the RAV4 (Recreational Active Vehicle with four-wheel drive) can be traced back to a radical concept car unveiled at the 1989 Tokyo Motor Show. Part of its fun appeal is undoubtedly this futuristic background.

Thinking of the future, major plastic components of the RAV4 were designed with recyclability in mind. The front and rear bumpers and massive side protection mouldings are made of Toyota's lightweight super olefin polymer. In addition, exterior plastic parts such as the bumpers and door mirrors are unpainted for ease of recycling. Inside, thermo plastic resins are used where possible, including a polypropylene instrument panel, and parts are marked using international standards for easy sorting.

WARRANTY

Like all Toyotas, the RAV4 has a 3 year or 60,000 mile warranty plus a year's free membership of Club Toyota which includes a comprehensive roadside assistance service in the UK and Europe.

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TECHNICAL SPECIFICATION FOR RAV4 FIVE-DOOR

5-door model		RAV4 GX	RAV4 GX Automatic
Engine	Type	DOHC	
	Capacity	1998 cc	
	Bore and stroke	86 x 86 mm	
	Compression ratio	9.8:1	
	Maximum horsepower	129bhp @ 5600rpm	
	Maximum torque	129 lbft @ 4600rpm	
	Fuel system	Fuel injection multi-point with 3 way catalyst	
Gearbox	Transmission	5-speed	4-speed
	4WD	Full time (mechanical centre diff lock)	Full time (hydraulic centre diff clutch)
Performance	Maximum speed	105 mph	105 mph
	0-60mph	11.6 secs	12.3 secs
Fuel consumption	Urban cycle	27.2 mpg	26.9 mpg
	Constant 56mph	39.8 mpg	39.8 mpg
	Constant 75mph	29.1 mpg	29.1 mpg
	Fuel type	Unleaded petrol	
	Tank capacity	58 litres (12.8 gallons)	
Towing capacity	Trailer with brake	Maximum 1500 kg	
Dimensions	Overall length	4115 mm	
	Overall width	1695 mm	
	Overall height	1660 mm	
	Tyre size	215/70 SR16	
	Kerb weight	1220 kg	1250 kg
Boot capacity	Seats up	14.4 cu ft (VDA)	
	Folded seats	22.8 cu ft (VDA)	
Turning circle	(tyre)	10.8 m	
Brakes		Dual circuit ventilated discs - front/drum - rear	
Price		£15,945	£17,152

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TECHNICAL SPECIFICATION FOR RAV4 THREE-DOOR

3-door model		RAV4 GS	RAV4 GX	RAV4 GX Automatic
Engine	Type	DOHC		
	Capacity	1998 cc		
	Bore and stroke	86 x 86 mm		
	Compression ratio	9.8:1		
	Maximum horsepower	129bhp @ 5600rpm		
	Maximum torque	129 lbft @ 4600rpm		
	Fuel system	Fuel injection multi-point with 3 way catalyst		
Gearbox	Transmission	5-speed	4-speed	
	4WD	Full time (mechanical centre diff lock)	Full time (hydraulic centre diff clutch)	
Performance	Maximum speed	105 mph	105 mph	
	0-60mph	11.6 secs	12.3 secs	
Fuel consumption	Urban cycle	27.2 mpg	26.9 mpg	
	Constant 56mph	39.8 mpg	39.8 mpg	
	Constant 75mph	29.1 mpg	29.1 mpg	
	Fuel type	Unleaded petrol		
	Tank capacity	58 litres (12.8 gallons)		
Towing capacity	Trailer with brake	Maximum 1500 kg		
Dimensions	Overall length	3705 mm		
	Overall width	1695 mm		
	Overall height	1655 mm		
	Tyre size	215/70 SR16		
	Kerb weight	1150 kg	1180 kg	
Boot capacity	Seat up	6.1 cu ft (VDA)		
	Folded seats	18.4 cu ft (VDA)		
Turning circle	(tyre)	10.0 m		
Brakes	Dual circuit ventilated discs - front/drum - rear			
Price		£12,899.00	£14,240.00	£15,440.01

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