

REFINED AND EDGY: THE NEW 2016 RAV4

**MUSCULAR ON THE OUTSIDE WITH
TECH AND GOODIES INSIDE**

The 2016 RAV4 benefits from a mid-cycle refresh inside and out. New grilles and black accents combine for a “strong” and “dynamic” exterior. Inside, the materials quality improved for 2016 including soft-touch materials and drivers can still enjoy voice-controlled smartphone integration through the Entune® app suite in most trims. It remains one of the class leaders in cargo space and in pre-collision safety systems.



EDGE COMPETITIVE
COMPARISON

**2016 Toyota RAV SE VS
2016 Ford Escape SE**

SEP
2015



Let's
Go
Places

New for this year, buyers can opt for the RAV SE trim that adds aggression to an already more muscular exterior design, but the compact SUV is unique for the number of changes that occur throughout the line. However, the Escape now is based on the Focus chassis from Europe and offers precise handling. The 2016 RAV4 still offers more space, technological features like the Entune® app suite that has garnered far more positive reviews than Ford's Sync® system in recent years.

TOP CHALLENGER HIGHLIGHTS



2016 Ford Escape SE

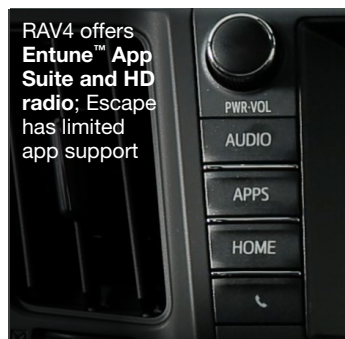
- 1 Escape SE's 1.6-L turbo-charged 4-cylinder engine makes **12 more lb.-ft** of torque
- 2 Foot-activated tailgate makes it easier to put groceries and other items away.
- 3 Tows up to **3,500 lbs.** vs. 1,500 for the RAV4
- 4 Available **110V outlet** offers additional versatility for second row passengers
- 5 **MyKey** enables customization for two drivers, including maximum speeds for teen drivers

RAV4 KEY ADVANTAGES

RAV4's Entune Audio Plus includes Siri® Eyes Free and navigation as well as traffic and weather

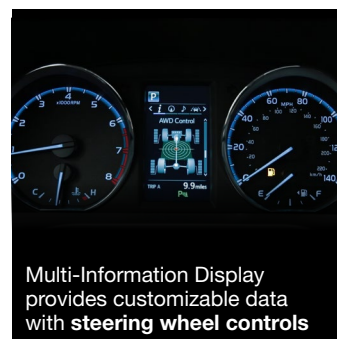


RAV4 offers Entune™ App Suite and HD radio; Escape has limited app support



RAV4 has **more storage space** behind the first row (73.4 cu. ft. to 67.8) and second row (38.4 cu. ft. to 34.3)

8 total airbags in the RAV4 edge the Escape's 7



Multi-Information Display provides customizable data with **steering wheel controls**