





2011 RAV4 ACCESSORIES

CONTENTS

| | | | |
|------------------------------------|----|----------------------------------|----|
| ASHTRAY KIT | 12 | EXHAUST TIP | 9 |
| AUTO-DIMMING MIRROR | 12 | FIRST AID KIT | 13 |
| BALL MOUNT | 9 | HOOD PROTECTOR | 8 |
| BLU LOGIC® HANDS-FREE SYSTEM | 5 | INTERFACE KIT FOR IPOD® | 3 |
| BODY SIDE MOLDINGS | 8 | MUDGUARDS | 7 |
| CARGO COVER | 10 | PAINT PROTECTION FILM | 6 |
| CARGO LINER | 10 | REMOTE ENGINE STARTER | 4 |
| CARGO MAT | 10 | SATELLITE RADIO | 3 |
| CARGO NET | 11 | TOWING RECEIVER HITCH | 9 |
| CARGO TOTE | 11 | TRAILER BALL | 9 |
| CARGO TRAY | 11 | TUBE STEPS | 6 |
| CARPET FLOOR MATS | 12 | VIP SECURITY – RS3200 PLUS | 4 |
| DOOR EDGE GUARDS | 7 | WHEEL LOCKS | 13 |
| DOOR SILL ENHANCEMENTS | 7 | WIRELESS HEADPHONES | 5 |
| EMERGENCY ASSISTANCE KIT | 13 | WIRING HARNESS | 9 |



This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

Please see the TRD catalog, visit www.trdusa.com or call 800-688-5912 for a complete list of TRD products and warranty information.

Whether you're interested in enhancing performance, styling, or protection, only Genuine Toyota Accessories give you complete confidence and peace of mind in your decision to customize your Toyota.

Why? Only Genuine Toyota Accessories are tested and approved for use on each Toyota vehicle. Only Genuine Toyota Accessories are specifically designed and engineered to comply with Toyota's safety and reliability standards. And, when purchased at the same time as your new vehicle, only Genuine Toyota Accessories are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

To learn more about the benefits of Genuine Toyota Accessories compared with non-Genuine accessories, please visit **www.toyota.com/genuine** or contact your Toyota dealer.



Be Genuine.



SATELLITE RADIO

Celebrate freedom from static and ensure you always have the perfect soundtrack for the streets at your fingertips with XM Radio¹. With over 170 channels, XM brings you more of what you love. Get commercial-free music plus all of your favorite sports, news, talk and entertainment along with dedicated channels for instant traffic and weather reports. Everything worth listening to is now on XM.

¹Functioning XM Radio requires a compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia.



INTERFACE KIT FOR IPOD®

Enjoy the convenience of operating your iPod® through your vehicle's audio system, using either the steering pad or audio system controls, courtesy of the interface kit for iPod. Using a proprietary 30-pin Apple iPod connector—via a connection point in the glove compartment—you can connect, control and charge your iPod while it remains concealed in the glove compartment.

iPod and accessories not included. iPod is a registered trademark of Apple Inc. Please see dealer to confirm iPod applicability.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



VIP SECURITY – RS3200 PLUS

The VIP RS3200 (Vehicle Intrusion Protection) is a complete vehicle security system with alarm, glass breakage sensor and keyless entry including remote lock/unlock. Your RAV4 security system activates immediately if the glass is broken or if forced entry of a side door (or the trunk) is attempted. The system also includes a wide range of convenience features including: remote rearming/relocking, door ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter.



REMOTE ENGINE STARTER

Enjoy the luxury of having your vehicle ready and waiting with a comfortable interior temperature on cold winter mornings or hot summer afternoons, courtesy of the Remote Engine Starter. This clever accessory allows you to start the engine—and to activate the air conditioner, heater, defroster and defogger functions—before entering your vehicle. It's fully integrated into your factory security/keyless entry system, so there's no need for an additional remote.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



WIRELESS HEADPHONES

Stylish, lightweight and fully adjustable, wireless headphones complement your rear seat entertainment system with rich, dynamic sound quality. Cushioned padding helps ensure comfort, while individual volume control allows passengers a personalized audio experience. There's also an "Auto-off" mode to help extend battery life.



BLU LOGIC® HANDS-FREE SYSTEM

Enjoy the ultimate convenience of hands-free cell phone use—and comply with regulations restricting use of cell phones while driving—courtesy of the BLU Logic® Hands-free System. BLU Logic integrates with your factory audio system speakers, allowing you to answer incoming calls with the push of a button, while outgoing calls are as simple as speaking into the fixed microphone provided.

Visit blulogicupdate.com for a list of compatible devices.



OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



As shown on the 2010 Avalon.

PAINT PROTECTION FILM

Help protect your RAV4's factory paint from sand, stones, insects and other road debris that can chip and scratch the finish with paint protection film. Constructed from durable, colorless urethane and nearly invisible, it can be applied to the frontal impact areas of the vehicle including the hood and fenders. Quick and easy to install, the paint protection film helps maintain a like-new appearance.

TUBE STEPS

Durable, chip- and rust-resistant aluminum tube steps feature a stunning silver powder coat finish and provide dual molded skid-resistant step pads on both sides of the RAV4 for easy entry and exit. Featuring a lightweight, yet high-strength construction, tube steps add a valuable measure of convenience to your RAV4. Easy, no-drill installation.



OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



DOOR SILL ENHANCEMENTS

These heavy gauge brushed stainless steel door sill enhancements are custom-fitted to help protect your RAV4's four door sills from unsightly scuffs, marks and scratches that can occur when occupants are entering and exiting the vehicle. Featuring a brushed aluminum overlay with a screen-printed RAV4 logo, the door sill enhancements add a personalized touch to your vehicle's interior.

MUDGUARDS

Equip your RAV4 with durable front and rear mudguards, designed specifically to integrate with your RAV4's styling, body panels, structure and clearances—while helping to provide protection for your factory paint from mud and dirt, as well as stone-chipping. Utilizing existing vehicle attachment points, mudguards are simple to install and can be painted to match your RAV4.



DOOR EDGE GUARDS

Help protect your RAV4's vertical door edges from dings and paint chips with exclusive, body color-matched Genuine Toyota door edge guards. Constructed from roll-formed stainless steel, our door edge guards are encapsulated in body color-matched Thermoplastic Compound (TPC). They are custom fabricated and employ a compression fit for secure adhesion to vehicle's door edges without the need for chemical adhesives or mechanical fasteners. These door edge guards resist cracking, fading and peeling and can help maintain your vehicle's resale value.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

2011 RAV4 EXTERIOR ACCESSORIES



BODY SIDE MOLDINGS

Color-matched body side moldings help protect your doors from scratches, dents and chipping, while adding a touch of elegance to your RAV4's appearance. All body side moldings feature a high quality factory finish and are engineered specifically for your model, ensuring a precise fit. Body side moldings also help maintain your RAV4's resale value.



HOOD PROTECTOR

Featuring highly impact-resistant material offering superior strength, durability and flexural characteristics, the hood protector helps protect your hood and factory paint finish from damage that can occur during daily use. Mounting hardware and simple no-drill installation instructions included.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



BALL MOUNT

Designed for use with Toyota tow hitches to accommodate the drop or rise needed to match your tow-hitch receiver to your trailer, the ball mount undergoes thorough lab testing—in conjunction with the Genuine Toyota tow hitch—to ensure it meets all Toyota performance standards, along with on-road testing to ensure the ball mount matches the exact capacity of your vehicle.*

TRAILER BALL

Toyota trailer balls are made specifically for use with Toyota tow hitches and help complete the connection between your vehicle's tow hitch and your trailer. Crafted of cold-forged steel for superior strength, the trailer balls include built-in wrench flats for easy installation and torquing, and meet or exceed all industry towing standards. Available in 2 5/16" 2" or 1 7/8" ball diameters.*

*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 the total weight of any cargo, occupants and available equipment.

EXHAUST TIP

This polished stainless steel exhaust tip is the ideal finishing touch to enhancing your RAV4's exterior appearance. The exhaust tip is constructed of corrosion-resistant, double-walled 304 stainless steel, polished to a brilliant shine for long-lasting beauty. Easy, bolt-on installation.



TOWING RECEIVER HITCH

Every Toyota tow hitch features a model-specific design that's precisely engineered to achieve your vehicle's safest maximum tow rating and is subject to an uncompromising design, testing and manufacturing process. Toyota tow hitches feature a dual-layer painting process for help protect against corrosion, the elements and from ultraviolet (UV) rays to maintain its long-term appearance.*

*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 the total weight of any cargo, occupants and available equipment.

WIRING HARNESS

The Genuine Toyota trailer wire harness provides a 4-pin connector located on the trailer hitch to provide power to your trailer's brake lights, turn signals and taillights. Featuring a converter assembly, fusing, cables and connectors—all specifically designed to work with your RAV4's existing electrical system—you can count on durable and reliable performance, as well as simple and convenient installation.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

2011 RAV4 **INTERIOR** ACCESSORIES



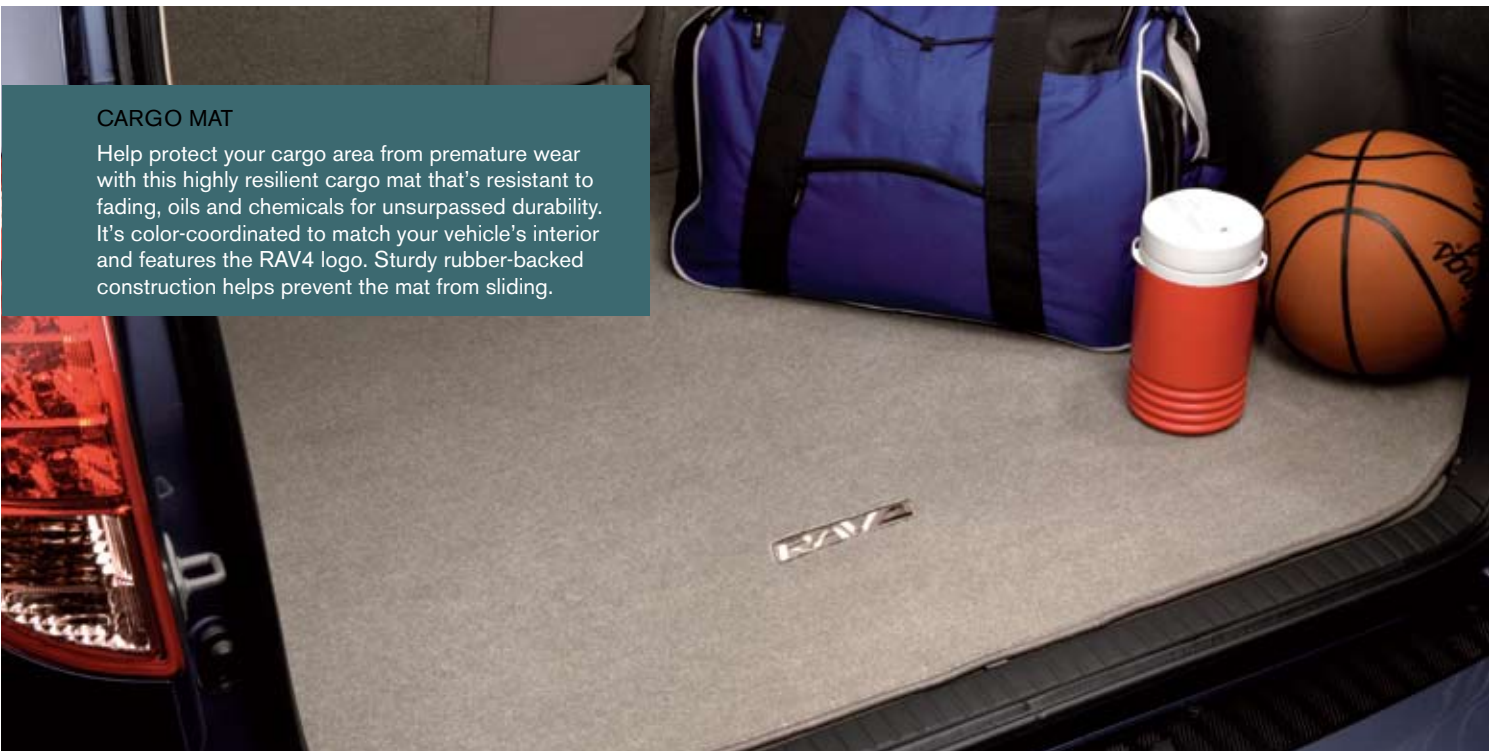
CARGO LINER

Protect your cargo area—and rear seatbacks—from scuffs, spills and other damage to the interior that can occur while transporting loads in your cargo area. Custom-designed for a precise fit to your RAV4, the cargo liner provides a practical protective covering for your cargo area, with rear seats up or down. It's easily installed or removed and helps keep your cargo area looking like new.



CARGO COVER

Customized for precise fit to your vehicle, this handy cargo area cover attaches to your rear seats, providing added security for items stored in your cargo area. The cargo area cover is resistant to ultraviolet rays, offering valuable protection against sun damage and fading. It's easy to install or remove, and is washable.



CARGO MAT

Help protect your cargo area from premature wear with this highly resilient cargo mat that's resistant to fading, oils and chemicals for unsurpassed durability. It's color-coordinated to match your vehicle's interior and features the RAV4 logo. Sturdy rubber-backed construction helps prevent the mat from sliding.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



CARGO TOTE

The collapsible soft-sided cargo tote is designed to hold a variety of smaller everyday items, helping to ensure they don't shift around or tip over in your cargo area. For added convenience, the tote includes removable plastic divider panels that hold items upright. It also features two carrying handles for easy loading and unloading, folds flat when not in use, and pops up easily when needed.



CARGO NET

Keep your cargo area organized and protected from spills with this hammock-style cargo net, designed to hold a variety of everyday items—from groceries to athletic gear—helping to ensure they don't shift around or tip over. Made of a durable mesh netting, the cargo net attaches to defined points in the rear cargo area, making it easily accessible. It installs in seconds and folds flat for storage.



CARGO TRAY

Carry what you need while keeping your cargo area protected from spills, dirt, water, snow and other debris with this tough, molded cargo tray. It's custom-fitted to your RAV4's cargo area and made from a flexible polymer blend with a skid-resistant surface, helping to ensure cargo stays in place. The cargo tray also features a perimeter "lip" to help contain spills. Plus it's easy to clean with just a hose or soap and water.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

AUTO-DIMMING MIRROR

Relieving you from the glare of headlights from behind your vehicle, the auto-dimming mirror automatically reduces the reflection rate of your inside mirror to dampen glare and help improve your rear view during nighttime driving. The inside mirror also conveniently displays a compass in the upper right-hand corner of mirror.

2011 RAV4 INTERIOR ACCESSORIES



CARPET FLOOR MATS

Custom-tailored for a precise fit to your RAV4's floor pattern, the carpet floor mats are constructed of high-grade plush nylon carpet, are color-coordinated to your vehicle's interior and include an embroidered RAV4 logo to help ensure you've got the right mat for your vehicle. Positive retention clips and an aggressive non-slip backing help keep the mats in position, protecting your original factory carpet from premature wear and stains. They're also removable and easy to clean.

To avoid interference with pedal operation:

- Each mat must be secured with retention hooks (clips).
- Do not install a floor mat on top of an existing floor mat.
- This floor mat was designed specifically for use in this model and model year vehicle and SHOULD NOT be used in any other vehicle.



ASHTRAY KIT

Featuring a UV protected plastic cup and hinged lid that fits snugly inside the RAV4's cup-holder, this self-contained unit offers an easily removable ashtray. Convenient for both driver and passenger use, it helps prevent flyaway ash.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA

Accessories Not Shown

6-Disk Indash CD Changer

Get More From Toyota



Toyota Rewards Visa®

Earn points to redeem toward genuine Toyota and TRD performance accessories and more.

Visit www.ToyotaRewardsVisa.com or call 866-614-8845 for more details.

On approved credit. Terms, conditions, and other restrictions apply. The creditor and issuer of the Toyota Rewards Visa Card is Toyota Financial Savings Bank.



This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

1 800-GO-TOYOTA ♦ www.toyota.com

00421-RAV11

 Printed on recycled paper 10% post-consumer waste.