



Accessories

2024

RAV4 PRIME



**They're not extras.
They're above-and-beyonds.**

Customize your RAV4 Prime with Toyota accessories that enhance, improve and protect for years to come. Learn more at toyota.com/accessories.



EXTERIOR

Genuine Toyota Accessories are designed to optimize the already superior style of the vehicle while help making sure minor annoyances don't have the opportunity to do harm to your RAV4 Prime.



INTERIOR

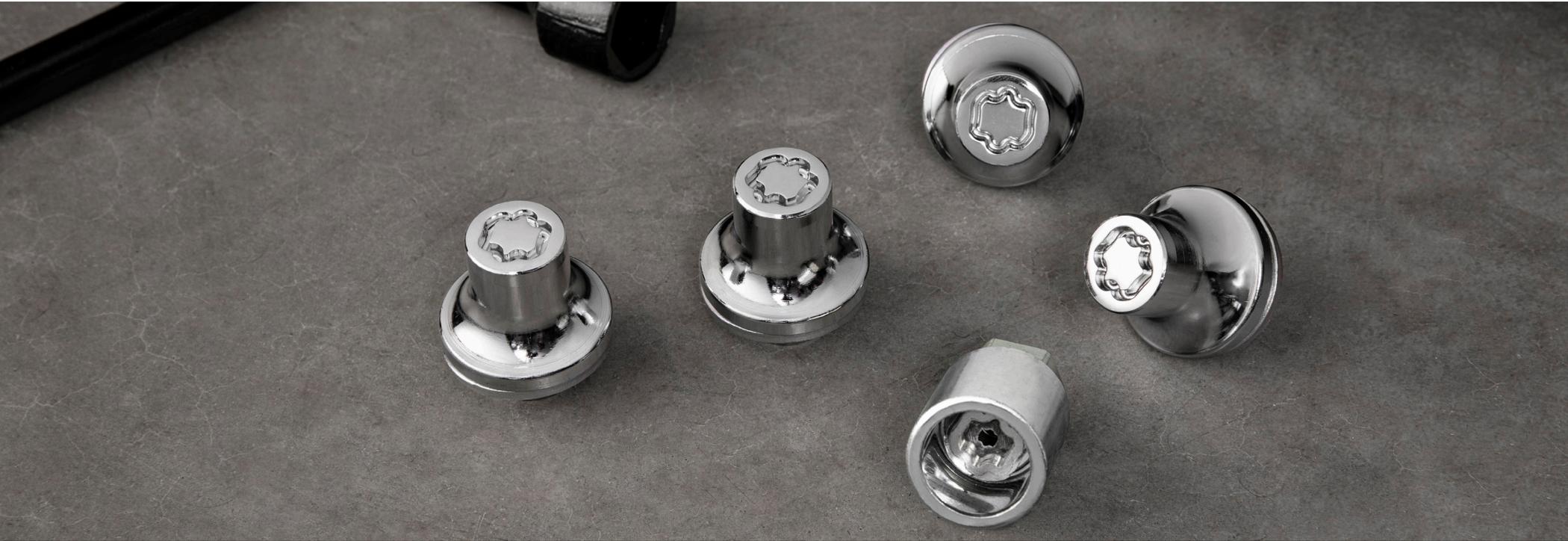
Genuine Toyota Accessories help keep everything organized and protected, all while adding to RAV4 Prime's overall great style.



TRUSTED BRANDS

Equip your ride with more accessories than ever. For the first time, Toyota is offering accessories from trusted industry brands like ARB®, Dometic®, Go Rhino®, Kurgo®, Pelican®, RAM Mount® and Yakima®.

Make normal wear-and-tear
not so normal anymore.



Alloy Wheel Locks

Precisely machined, weight-balanced alloy wheel locks help secure your wheels and tires against theft.

- Weight-matched to the stock lug nut—no rebalancing needed
- Nickel chrome plating helps ensure superior corrosion protection and a lasting shine



Body Side Moldings

Body side moldings help protect against careless door swings, runaway shopping carts and other parking lot mishaps while adding a little extra exterior style.

- Color-matched to the exterior color



Running Boards

Help provide an easier access into the interior of your RAV4 Prime.

- Features a skid-resistant surface with a RAV4 logo
- Silver accents integrate with the bold vehicle styling lines



Door Edge Guards

Help prevent door edge dings and chipped paint with this protective finishing touch.

- Thermoplastic-coated stainless steel is precisely color-matched to the exterior paint
- Compression-fitted to door edge contours
- Blend seamlessly to complement exterior styling



Mudguards

Help protect your paint finish from road debris and the damage it causes.

- Designed to integrate with RAV4 Prime exterior styling
- Set includes four mudguards



Blackout Emblem Overlays

Molded from tough and durable black ABS plastic, blackout emblem overlays are engineered to precisely fit over existing badges, making it easy to customize in minutes. Includes overlays for the Model name, Model grade/trim, Toyota logo and AWD if applicable. Hybrid overlay is included.

- Designed to fit permanently over existing chrome badging
- Easy to install—simply remove tape liner and apply over clean badges



Rear Bumper Appliqué

Made of high-grade, nearly invisible urethane film, the rear bumper appliqué helps protect the top surface from unsightly scrapes and scratches.

- Urethane film contains UV protectant to help resist yellowing from the sun



Fog Light Accent

Fog light accent provides a sporty look to your RAV4 Prime.

- Headlight surround graphic nicely frames the headlight



Lower Body Graphics

Lower body graphics provide a sporty look to your RAV4 Prime.

- Body side graphic helps define the RAV4 Prime styling lines



Paint Protection Film¹

Genuine Toyota paint protection film helps protect the paint finish from chips and scratches.

- Multiple film layers of durable, nearly invisible urethane help provide protection and resist discoloration
- Designed for specific sections of the vehicle that are most prone to chipping
- Kit includes paint protection film for hood, fenders, mirror backs and door cups
- Paint protection film for the front bumper sold separately



Roof Rack Cross Bars²

Mount directly to the roof rails to help carry additional cargo.

- Includes mounting screws that easily attach to mounting points on the roof rail
- Aerodynamic styling to help minimize wind noise



Tow Hitch Receiver

It is engineered to help accommodate your vehicle's maximum tow rating.

- Designed, engineered and built to meet Toyota's exacting quality standards
- Helps accommodate the RAV4 maximum tow rating
- Optimized placement provides precise drop/rise to maintain vehicle departure angle The Trailer Ball Mount is included with the Tow Hitch Receiver
- Requires Towing Wire Harness



Towing Wire Harness

The Wire Harness is designed to be used with tow hitch receiver.

- Helps complete the connection between the vehicle's tow hitch receiver and trailer
- Provides a 4-pin connector located on the trailer hitch to provide power to your trailer's brake lights, turn signals, and taillights
- Features a converter assembly, fusing, cables, and connectors all specifically designed to work with the existing electrical system



Trailer Ball - 2"

It is engineered to help accommodate your vehicle's maximum tow rating.

- Built and tested to match exact towing capacity
- On-road testing of trailer ball helps ensure towing system integrity
- Meets or exceeds industry towing standards

Make your starting point as nice as the destination.



All-Weather Floor Liners⁴

Engineered to precisely fit your vehicle, all-weather floor liners are made from durable, flexible, weather-resistant material that cleans easily.

- Precise injection molding uses Toyota's original vehicle design data for a perfect fit
- Includes two front liners and one rear liner
- Liners feature ribbed channels to better hold moisture and a stylish vehicle logo
- Skid-resistant backing and driver-side quarter-turn fasteners help keep the liners in place



Cargo Liner⁴

The tough, flexible cargo liner allows you to carry a wide variety of items and helps protect your cargo area carpeting.

- Made of durable, easy-to-clean material, embossed with a RAV4 logo
- Skid-resistant surface helps secure items in place
- Molded perimeter lip helps contain spills
- Advanced design helps protect the cargo area and the rear seatback



Cargo Net - Spider⁵

Versatile, lightweight cargo net helps secure everyday items from rolling around.

- Quick and easy attachment and removal
- Features a dual-layer, stain-resistant webbed pocket to hold items in place
- Securely attaches to D-ring anchors in the cargo area



Cargo Tote⁵

Versatile cargo tote secures a variety of items and helps keep them in place.

- Removable divider panels help hold items upright
- Two carrying handles for easy loading and unloading
- Collapsible tote for easy storing when not in use



Carpet Floor Mats⁴

Long-wearing, fade-resistant carpet floor mats help keep your interior looking like new.

- Precisely engineered to fit your vehicle's floor
- Skid-resistant backing and driver-side quarter-turn fasteners help secure mat in position
- Includes two front and two rear mats
- The RAV4 logo adds a customized touch



Carpet Cargo Mat⁵

The ideal solution for helping keep the RAV4 Prime's cargo area looking like new.

- Helps prevent premature cargo area wear and tear
- Durable, skid-resistant backing helps keep the mat in place



Door Sill Protectors

Door sill protectors help guard against interior door scuffs, scrapes and scratches.

- Etched aluminum finish adds durability and style
- Features a RAV4 logo for a customized look



Coin Holder/Ashtray Cup

Self-contained coin holder/ashtray cup fits conveniently inside the cupholder.

- Hinged lid helps minimize odors and flyaway ashes
- Easy to empty and clean
- Also provides handy storage for coins and other small items



First Aid Kit w/ PPE

Compact, soft-sided first aid kit contains what you need to treat minor scrapes and scratches.

- Water-resistant and flame-retardant black PVC zipper case for safety and durability
- Kit includes insect sting relief pads, self-adhesive bandages, rolled stretch bandage with metal clips, and stainless steel scissors
- Enhanced with Personal Protection Equipment including 4 face masks, 4 pair of gloves, and 4 hand-sanitizer packets



Emergency Assistance Kit

This multi-functional kit contains tools you may need for unexpected emergencies. Kit includes:

- Versatile, stainless steel pocket tool with pliers, wire cutters and two screwdrivers
- Heat-reflective emergency blanket, flashlight, work gloves, automotive-grade hose tape, tire gauge, bungee cord, shop towel and tether strap
- Booster/jumper cables with multilingual instructions



Frameless HomeLink® Mirror⁶

Frameless HomeLink® mirror is battery-operated and helps provide easy entry and exit to your garage.

- HomeLink buttons are located under the mirror on the driver's side
- Frameless mirror design complements the vehicle's interior



Integrated Dashcam⁷

The Integrated Toyota Dashcam is designed to reliably capture video, images, sound, and location data while you operate your vehicle. It is designed to begin recording upon ignition to capture the drive, or on impact whether moving or while parked.

- Play back or video download is available via the Smartphone App or PC Tool
- Includes a 16GB, Industrial Grade Micro SD memory card



Universal Tablet Holder⁸

Compatible with virtually all multimedia devices, it holds your tablet, phone, music or video player in place.

- Installs and removes in seconds—no tools required
- Durable construction with spring-loaded arms to hold your device in place
- Adjustable pivot/tilt enables passengers to view their device at eye level



Quick Charging Cable Package⁹

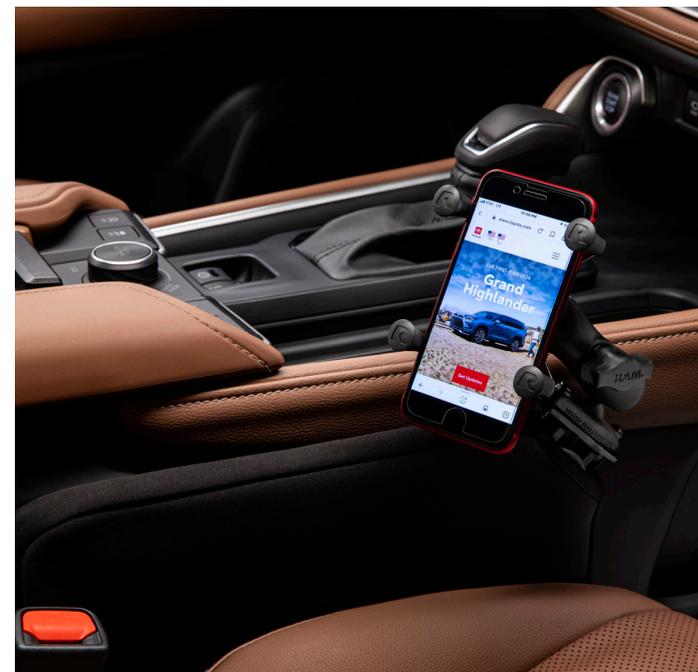
Automotive grade quality USB charging cables are a convenient way to have your smart devices charged while on the go.

Includes:

- 1-Apple Lightning to USB-A Cable - 3'
- 1-Apple Lightning to USB-C Cable - 3'
- 1-USB-C to USB-A Cable - 3'
- 1-USB-C to USB-C Cable - 3'

Make your adventure, yours.

Whether you're going for more adventure or more attitude, our collection of accessories in the Toyota Accessory Portfolio will take your Toyota to the next level.



Third-Party Accessories applicable to RAV4 Prime includes:





Accessories

Make your adventure, yours.

With our comprehensive Accessory Portfolio, you have everything to customize and personalize your vehicle to fit any lifestyle. From function to luxury, city streets to unexplored dirt roads, we offer accessories that take your Toyota to the next level. Elevate your camping experience or off-road adventures, help ensure safe pet travel, get organized, or indulge in luxury upgrades—the choice is yours to craft the perfect vehicle that'll enhance your lifestyle.

Whether you choose Toyota Genuine accessories or accessories from trusted, industry-leading brands, you can make your vehicle exactly what you want and more. Embrace the freedom to create your perfect vehicle, with Toyota's diverse and top-tier Accessory Portfolio.

ACCESSORIES WARRANTY

For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessories Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty. For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage (third-party installation labor costs excluded). For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide, or see your Toyota dealer.

THIRD-PARTY ACCESSORIES

Third-party accessories available through Toyota are not designed, manufactured or evaluated by Toyota. Installation may impact your vehicle's warranty. The accessories and any damage to other components or altered performance of the vehicle that may be caused by them are not warranted by Toyota and Toyota disclaims all liability therefore. See each third-party supplier's warranty for more information.

DISCLOSURES

1. Genuine Paint Protection Film by 3M is designed for specific sections of the vehicle most prone to chipping and may vary depending on vehicle model. Select applications may require an additional charge. Toyota Genuine Accessory warranty only applies when installation is performed by a trained Toyota-approved installer. Please see Toyota dealer for details. 2. Do not overload your vehicle. See Owner Manual for weight limits and restrictions. Cargo and load capacity are limited by weight and distribution. 3. 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. [Calculated with the new SAE J2807 method.] See Owner's Manual for limitations. 4. This floor mat/liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with its fasteners. Do not install a floor mat on top of an existing floor mat. 5. Cargo and load capacity are limited by weight and distribution. Always properly secure cargo and cargo area. 6. Homelink® and the Homelink® house icon are registered trademarks of Gentex Corporation. 7. Dashcam may not record under certain conditions. Always respect the privacy rights of others. See your dashcam Owner's Manual for details. 8. iPhone® is a registered trademark of Apple, Inc. All rights reserved. May not be compatible with all mobile phones, MP3/WMA players and like models. 9. The Universal tablet holder is intended for passengers only. Drivers should always be sure to obey traffic regulations and maintain awareness of the road and traffic conditions at all times. Use of aftermarket accessories may pose an increased risk of injury to occupants in the event of an accident. Tablet sold separately.

Vehicles shown may be prototypes and/or shown with options. Actual models may vary. And Colors depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device, or print). See your Toyota dealer for details.

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

toyota.com/accessories 1-800-GO-TOYOTA

©2024 Toyota Motor Sales, U.S.A., Inc. MY24 RAV4 Prime Accessory eBrochure (01/24) in U.S.A.