

All-New RAV4

Most Standard Safety Features Ever

- After its much-anticipated global debut in May, the **all-new 6th-generation RAV4** is gearing up for delivery to diverse customers in over 180 countries and regions worldwide.
- It features the latest in Toyota safety technology: **Toyota Safety Sense 4.0 (TSS 4.0)**.
- **Arene** has been deployed in the latest-generation RAV4, and is also utilized to the safety-related functions featured in its TSS system.

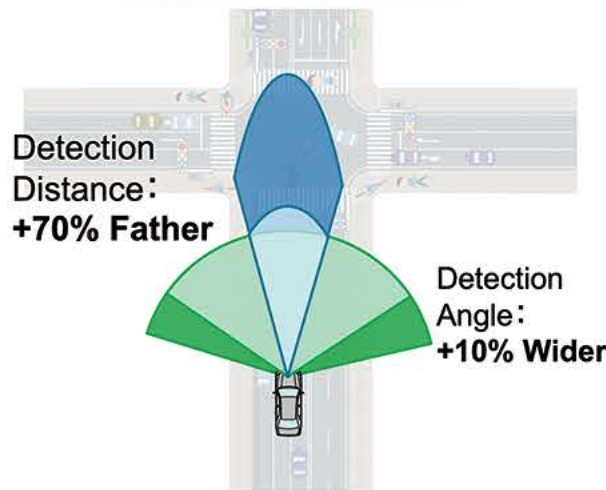
Most Advanced "Toyota Safety Sense" Package

TSS Development Concept
Smooth & high-quality driving assistance that is in tune with driver's instincts



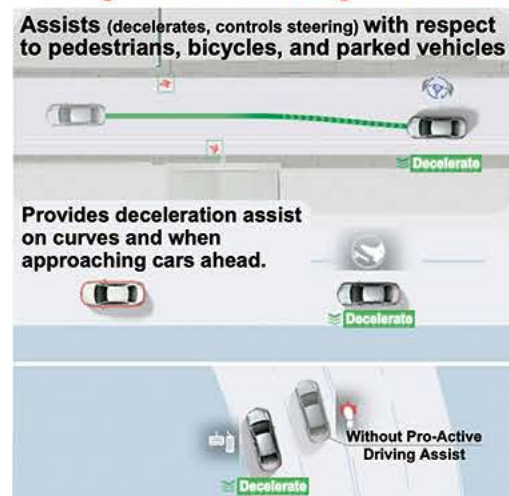
About 55 million vehicles sold are equipped with TSS.
→ *True safety is achieved through broad adoption*

BE SAFE Farther & Wider



Seeing Farther & Wider! (Expanded Range)

MINIMUM STRESS Anytime & Anywhere



Feeling Assisted Anytime & Anywhere!

MAXIMUM UX Intuitive & Easy



Intuitive & Easy-to-Use Interface!
(Bringing Advanced Luxury Features to Mainstream)

"Arene" Software-Development Platform

- Arene is built to enable the safe, secure and scalable development of software. By adopting Arene, Toyota is swinging its development of software-defined vehicles (SDVs) into full gear. Toyota's vision of the value that SDVs can provide goes beyond simple entertainment and convenience to also include a safe future that offers peace of mind with zero traffic accidents.
- Arene enables functional evolution through software updates, consistently delivering the latest in safety performance.

