



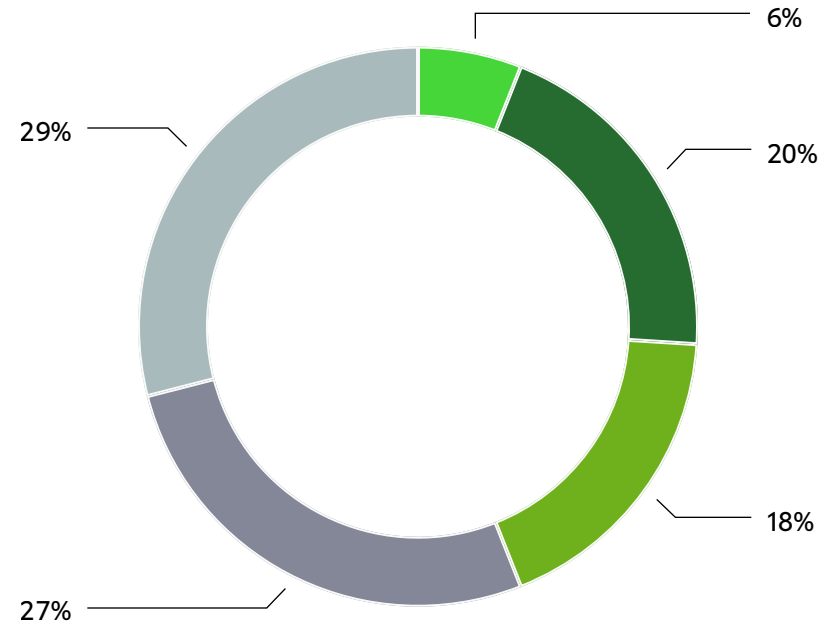
RAV4 PLUG-IN
HYBRID



WHO BUYS
PHEVs?

WHY CUSTOMERS CHOSE PHEV




























People buy the technology far on top of any other feature (Purchase reason comparison vs. non-PHEV)



- Non-PHEV
- Exterior styling/appearance
 - Always buy the same

- PHEV
- Engine design
 - Exterior styling/appearance
 - Always buy the same

PHEV massive roll-out to meet CAFE target

	2020		2020
 Kuga	  		
 CX-5			
 Tiguan			 
 Tarraco			
 Kodiahq			
 Sportage			
 Tucson			
 DS7 E-Tense			
 3008			
 Grandland X			
 C5 Aircross			
 RAV4			

-  Mild hybrid
-  Hybrid
-  Plug-in hybrid

WHAT MAKES THE RAV4 PLUG-IN HYBRID THE BEST?



Best EV



Best Hybrid



Best RAV4

WHAT MAKES THE RAV4 PLUG-IN HYBRID THE BEST?



Best EV

- ✓ Full EV experience (drive it like an EV, real EV mode, no stress)
- ✓ Longest range
- ✓ Strong pure EV acceleration & high speed running
- ✓ No engine kick in
- ✓ Easy charging



Best Hybrid

- ✓ Powerful, fun to drive
- ✓ Efficient Full Hybrid with low fuel consumption



Best RAV4

- ✓ Refined design and specification inside and out
- ✓ Without compromises