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Toyota to Feature All-New 2026 RAV4 at Cleveland Auto Show

Automaker Shines Spotlight on Numerous Award-Winning Vehicles

CLEVELAND, Feb. 13, 2026 – Toyota will have a significant presence at this year's Cleveland Auto Show, with nearly 40 vehicles showcased in its interactive exhibit.

Headlining Toyota's presence is the all-new [2026 RAV4](#), one of the most eagerly awaited updates of the year. For nearly 30 years, the Toyota RAV4 has forged a path in the small sport utility segment. Today, it is the best-selling SUV in America, and since its arrival in the U.S. in 1996, more than six million RAV4 models have made their way on to roadways. Now, the next generation is set to bring an all-new adventure, with new interior and exterior styling, the latest Toyota Hybrid and Plug-in Hybrid powertrains, technology updates, and improvements to comfort and handling.

The 2026 RAV4 will come in three distinct exterior styles that include core, rugged, and sport designs. The core design includes LE, XLE Premium, and Limited grades. The rugged design comes with the Woodland grade. The SE, XSE and first-ever GR SPORT model make up the sport grades. The chassis has also been modified, with added frame rigidity and new suspension components for a smooth, easy-to-handle RAV4. The 2026 RAV4 goes on sale this winter.

Toyota's exhibit will also feature the all-new 2026 Toyota [C-HR](#) Battery Electric Vehicle (BEV), an all-new model set to be a bold entry in its electrified lineup. With an impressive 338 horsepower combined system output, and standard All-Wheel Drive, it has a performance-inspired spirit with a manufacturer estimated 0-60 mph time of around 5 seconds. The C-HR couples its dynamic performance with a coupe-like design, a well-appointed interior, and up-to 25.4-cubic feet of rear cargo space behind the rear seats for compact crossover utility. The C-HR arrives at dealerships later this year.

Corolla is as synonymous with Toyota as any vehicle in its product portfolio. The best-selling nameplate in automotive history is turning 60 years old this year, yet it continues to be a prime choice for customers around the globe, with its various derivatives. In Cleveland, five members of the 2026 model year Corolla "family" will be on display, including: the [Corolla](#) gas sedan, [Corolla Hybrid](#), [Corolla Hatchback](#), [Corolla Cross](#) and super sporty [GR Corolla](#).

Aside from the GR Corolla, the [GR86](#) and [GR Supra](#) sports coupes will bring some serious sizzle to the Toyota display, as will the recently revamped [4Runner](#).

Toyota's electrification strategy, particularly its extensive hybrid lineup, has struck a positive chord with American consumers. Today, nearly half of all new Toyotas sold in the U.S. are hybrid vehicles. Both fuel-conscious and stylish, these popular products range from sedans to SUVs to the popular [Sienna](#) minivan. Just two years ago, the [Land Cruiser](#) returned to America, exclusively as a turbocharged hybrid. Among other hybrids found on the show floor include: [Crown sedan](#), [Crown Signia](#), [Camry](#), [Highlander Hybrid](#), [Grand Highlander](#), [Tacoma](#), [Tundra](#), [Sequoia](#), and [Prius](#), the vehicle that started the hybrid movement nearly 25 years ago.

The Cleveland Auto Show (CAS) runs Feb. 20 thru March 1 at the International Exposition (I-X) Center, 1 I-X Center Drive, Cleveland. For more information about the show, visit www.clevelandautoshow.com

**** Media Note: Toyota will be hosting a continental breakfast for credentialed media in its exhibit on Friday, Feb. 20, starting at 8 a.m. The breakfast will include a short presentation of the 2026 Toyota RAV4.**

About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in North America for nearly 70 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands, plus our more than 1,800 dealerships.

Toyota directly employs nearly 64,000 people in North America who have contributed to the design, engineering, and assembly of more than 49 million cars and trucks at our 14 manufacturing plants. In 2025, Toyota's plant in North Carolina began to assemble automotive batteries for electrified vehicles.

For more information about Toyota, visit www.ToyotaNewsroom.com.

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