

VOICE AUTOMOBILE



2019 Toyota Rav4 – Built In Canada!

By Nauman Farooq

The RAV4 nameplate has been around for 22 years, and is now one of the most popular vehicles currently available – in fact, it is the number one selling vehicle in North America, after the pickup truck segment.

The RAV4 has close ties to Canada, too, as Toyota’s manufacturing facility in Woodstock, Ontario has been manufacturing this model for a decade. Opened in 2008, TMMC Woodstock (Toyota Motor Manufacturing Canada) employs about 4000 people, whom together with 800 robots, produce a RAV4 off the production line every 60 seconds.

The factory runs two shifts, with a full work day being anywhere from 14 to 16 hours.

Count all the labour that goes into each RAV4, and the total build time per vehicle is actually about 18 hours. That is much more laborious than a usual mass



produced vehicle (which typically takes between 10 to 12 hours), but Toyota says that the reason behind the extra time is due to the complexity of this vehicle, and the care TMMC puts in to build each vehicle.

I got to tour the TMMC facility

in Woodstock, and was very impressed by the factory setup and efficiency of the operation. But what about the new, fifth generation model of the RAV4, what’s that like.

Well, the day Toyota invited me to tour their factory in Wood-

stock, I also got to drive the 2019 RAV4 – here’s what I think!

Styling: When it comes to RAV4 styling, I liked the first generation model, and nothing else that came after – until now. The 2019 RAV4 looks much more muscular than the outgoing

model, and somewhat resembles a smaller 4Runner – which is a good thing. It has nicely sculpted lines, and is available in plenty of interesting colors, and can also be specced with a white roof on the new “Trail” trim.

For those who felt the RAV4 looked too soft, will probably like the new 2019 model – I think the styling will attract lots of buyers, even from competitor brands!

Interior: Step inside and you’d think you’ve gotten in a Lexus rather than a Toyota.

The design, layout, tech, quality, fit and finish is leagues ahead of any RAV4 that has come before, and also far better than most of their competition. Honestly, open the door on the 2019 RAV4 and you’ll just smile, it really is that nice.

Jump in, and the seats are wonderful –comfortable and supportive– and there is plenty of space for adults, front and back – with

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