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

Award-Winning Lineup Spread Across Several Displays

CHICAGO, Jan. 30, 2026 – Toyota will have a significant presence at this year's Chicago Auto Show, with more than 50 vehicles dispersed throughout McCormick Place. Bolstered by a large, interactive exhibit, Toyota will also appeal to adventure seekers in the Overlanding Chicago display and prospective shoppers in an outdoor ride and drive area.

Headlining the exhibit 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 SUV segment. Today, it is the best-selling small 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.

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 the Windy City, 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.

Toyota will also be showcasing a pair of modified dream machines in its exhibit, by way of the recent Specialty Equipment Market Association (SEMA) Show in Las Vegas. These vehicles include the Camry GT-S and bZ Time Attack. A third SEMA vehicle, Corolla Cross Nasu Edition, will appear in the show's Overlanding Chicago display, along with a 4Runner and Tacoma.

Toyota will also bring a Toyota Tacoma Hybrid to the auto show's designated Family Area, with a fun, interactive fishing game in the bed of the truck.

During Public Days, the auto show will stage an outdoor ride and drive area for guests to test drive a variety of vehicles. Toyota will be providing five electrified products, including: Grand Highlander Hybrid, Tacoma TRD Pro, RAV4 Hybrid Woodland, Prius Plug-In and bZ, the automaker's battery electric crossover SUV.

The Chicago Auto Show (CAS) runs Feb. 7-16 at McCormick Place, 2301 S. King Drive, Chicago. For more information about the show, visit www.chicagoautoshow.com

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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