



2026 RAV4 Hybrid vs. the Competition

The 2026 RAV4 Hybrid continues to set the standard in the compact SUV segment with impressive efficiency, confident performance, and the everyday versatility customers expect from Toyota. Backed by decades of hybrid expertise, the RAV4 Hybrid delivers a smooth driving experience, advanced technology and excellent real-world practicality.

Inside, the 2026 RAV4 Hybrid offers a modern, comfortable cabin along with the long-term reliability Toyota is known for. With strong value, flexible utility and proven dependability, the RAV4 Hybrid remains a smart choice in the compact SUV market.

Explore how the 2026 RAV4 Hybrid compares to its key competitors.

[Learn More](#)

2026 Spring Launch Quiz Closes Tomorrow

Friday, May 15 is the deadline for the Spring Launch Quiz.

This quiz focuses on the 2026 RAV4 and is based on the Walkaround Guide available on Toyota University. It is important to complete this quiz, as it contributes valuable points toward this year's President's Program.

[Start the Quiz](#)



2026 C-HR Reveal

The 2026 C-HR is unlike any battery electric vehicle on the road today.

Fast charging times and impressive EV range. Its powerful EV powertrain is built for Canadian weather and winters.



Experience the Toyota Way 1-Day Workshop

This immersive, in-class 1-day experience was developed due to the success of our full 3-day Toyota Way conference for Dealer Principals and General Managers.

Discover the origins and evolution of Toyota's unique approach to manufacturing and business excellence in The Toyota Way Experience. This course explores the key principles that have driven Toyota's global success, including Kaizen (continuous improvement), teamwork, respect for people and the Toyota Production System (TPS).

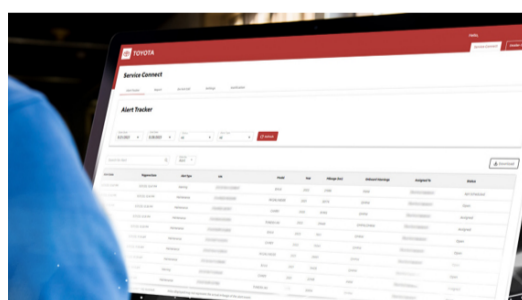
Why Managers Should Attend

- **Unlock Toyota's Core Philosophy:** Dive deep into the values that drive Toyota's success
- **Inspire Your Team:** Gain powerful insights to motivate and lead your staff
- **Streamline Processes:** Learn practical strategies to enhance efficiency in your department
- **Onboard Like a Pro:** Equip yourself with tools to seamlessly integrate new team members

Choose 1 Day to Attend

- May 21: Richmond, BC - Zone Office
- June 11: Halifax, NS - Courtyard & Residents Inn Marriott *
- August 18 or 19: Scarborough, ON – Head Office *
- September 15 : Brossard, QC - Courtyard Montreal-Brossard *
- September 16 : Levis, QC - Centre de congres et d'expositions *

Class size is limited. Ask your Dealer Administrator to register you for The Toyota Way Experience for Managers (TW300).

[Learn More](#)

Service Connect Alert Tracker Launches Today

The new Service Connect Alert Tracker portal launches Thursday, May 14.

Accessing the comprehensive guidebook to learn about the new system.

[Learn More](#)

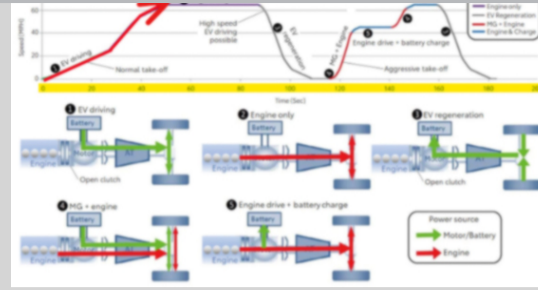
Share this:



I-FORCE MAX Powertrain Overview (H14-QT)

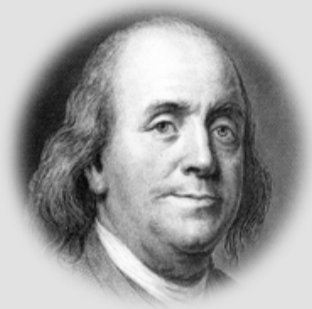
The I-FORCE MAX parallel hybrid system prioritizes high-torque performance by placing a powerful electric motor between a turbocharged engine and a 10-speed automatic transmission.

This configuration utilizes a Hybrid Control ECU to monitor and switch between five distinct driving modes based on real-time conditions.



[Start the Course](#)

QUOTE



“ Change is the only constant in life. One’s ability to adapt to those changes will determine your success in life.

~ Benjamin Franklin



[Contact Toyota University](#)

This email is sent to all Toyota dealership staff who are registered in Toyota University Online.

You may forward and reproduce this email to any Toyota dealership staff, without modification.