

**TOYOTA RETAIL SALES  
(INCLUDES FLEET & HAWAII)  
July, 2009**

	-- CURRENT MONTH --			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
YARIS	5,483	8,620	-36.4	44,081	73,300	-39.5
COROLLA	29,593	34,438	-14.1	151,236	228,926	-33.6
CAMRY	33,974	42,131	-19.4	184,216	282,012	-34.3
VENZA	5,780	0	N/A	26,243	0	N/A
AVALON	1,908	3,000	-36.4	15,712	27,438	-42.4
PRIUS	19,173	14,785	29.7	74,924	106,225	-29.1
SCION xA	1	0	N/A	3	39	-92.3
SCION xB	2,838	5,081	-44.1	14,404	31,007	-53.3
SCION tC	1,939	4,787	-59.5	10,714	28,517	-62.2
SCION xD	1,976	2,038	-3.0	7,717	18,217	-57.4
TOTAL TOYOTA DIV. PASS. CAR	102,665	114,880	-10.6	529,252	795,682	-33.1
ES	4,393	5,563	-21.0	24,756	38,719	-35.7
LS	874	1,466	-40.4	5,731	13,020	-55.7
SC	57	143	-60.1	542	1,373	-60.3
GS	551	1,297	-57.5	4,107	10,356	-60.1
IS	4,029	4,750	-15.2	19,710	31,010	-36.1
TOTAL LEXUS PASS. CAR	9,904	13,219	-25.1	54,846	94,478	-41.6
TOTAL TOYOTA PASS. CAR	112,569	128,099	-12.1	584,098	890,160	-34.0
SIENNA	7,067	8,726	-19.0	45,481	74,996	-39.0
RAV4	15,912	12,006	32.5	78,153	83,522	-5.9
FJ CRUISER	386	1,577	-75.5	7,534	18,239	-58.5
4RUNNER	1,055	3,107	-66.0	11,457	30,228	-61.9
HIGHLANDER	9,407	6,763	39.1	45,612	68,152	-32.7
LAND CRUISER	209	285	-26.7	1,313	2,772	-52.4
SEQUOIA	789	2,823	-72.1	9,810	19,367	-49.1
TOTAL SUV	27,758	26,561	4.5	153,879	222,280	-30.4
4X2 TACOMA	6,596	6,438	2.5	33,089	54,361	-38.8
4X4 TACOMA	5,956	5,224	14.0	32,624	41,371	-20.7
TOTAL TACOMA	12,552	11,662	7.6	65,713	95,732	-31.0
TUNDRA	6,313	13,413	-52.9	42,419	89,929	-52.6
TOTAL PICKUP	18,865	25,075	-24.8	108,132	185,661	-41.4
TOTAL TOYOTA DIV. LT TRUCK	53,690	60,362	-11.1	307,492	482,937	-36.0
LX	215	843	-74.5	1,957	5,021	-60.8
GX	587	1,019	-42.4	3,994	9,783	-58.9
RX	7,811	7,101	10.0	47,780	49,611	-3.1
TOTAL LEXUS LIGHT TRUCK	8,613	8,963	-3.9	53,731	64,415	-16.1
TOTAL TOYOTA LIGHT TRUCK	62,303	69,325	-10.1	361,223	547,352	-33.6
TOTAL TOYOTA DIV.	156,355	175,242	-10.8	836,744	1,278,619	-34.2
TOTAL LEXUS	18,517	22,182	-16.5	108,577	158,893	-31.3
TOTAL TOYOTA	174,872	197,424	-11.4	945,321	1,437,512	-33.9
MEMO:						
DOM. COROLLA	26,256	22,582	16.3	123,686	161,238	-22.9
DOM. CAMRY	32,144	41,595	-22.7	177,439	276,337	-35.4
DOM. RAV4	4,687	0	N/A	21,806	0	N/A
DOM. PICKUP	18,865	25,075	-24.8	108,132	185,659	-41.4
DOM. RX	5,042	5,351	-5.8	32,329	35,067	-7.3
SELLING DAYS	26	26		178	179	

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	-- CURRENT MONTH --			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
TOYOTA DIV. IMPORT CAR	36,577	47,703	-23.3	186,172	330,669	-43.4
LEXUS IMPORT CAR	9,904	13,219	-25.1	54,846	94,478	-41.6
TOYOTA DIV NA BUILT CARS	66,088	67,177	-1.6	343,080	465,013	-25.8
TOTAL TOYOTA CARS	112,569	128,099	-12.1	584,098	890,160	-34.0
TOYOTA DIV. IMPORT LT TRUCK	22,282	23,738	-6.1	122,263	202,913	-39.4
LEXUS IMPORT LT TRUCK	3,571	3,612	-1.1	21,402	29,348	-26.7
TOYOTA DIV NA BUILT LT TRUC	31,408	36,624	-14.2	185,229	280,024	-33.5
LEXUS NA BUILT LT TRUCK	5,042	5,351	-5.8	32,329	35,067	-7.3
TOTAL TOYOTA LT TRUCK	62,303	69,325	-10.1	361,223	547,352	-33.6
SPORT UTILITY VEHICLES	35,985	33,947	6.0	200,076	268,456	-25.1
Memo: Lexus Sport Utility	8,613	8,963	-3.9	53,731	64,415	-16.1
SMALL VANS	7,067	8,726	-19.0	45,481	74,996	-39.0
PICKUPS	18,865	25,075	-24.8	108,132	185,661	-41.4
<b>* NORTH AMERICAN BUILT VEHICLES</b>						
COROLLA	26,256	22,582	16.3	123,686	161,238	-22.9
CAMRY	32,144	41,595	-22.7	177,439	276,337	-35.4
VENZA	5,780	0	N/A	26,243	0	N/A
AVALON	1,908	3,000	-36.4	15,712	27,438	-42.4
SIENNA	7,067	8,726	-19.0	45,481	74,996	-39.0
RAV4	4,687	0	N/A	21,806	0	N/A
PICKUP	18,865	25,075	-24.8	108,132	185,659	-41.4
SEQUOIA	789	2,823	-72.1	9,810	19,367	-49.1
RX	5,042	5,351	-5.8	32,329	35,067	-7.3
TOTAL	102,538	109,152	-6.1	560,638	780,102	-27.7
N.A. VEHICLES % OF TOTAL	58.6%	55.3%		59.3%	54.3%	
SELLING DAYS	26	26		178	179	
DSR = DAILY SELLING RATE						