

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

| | ---- CURRENT MONTH ---- | | | -- CALENDAR YEAR TO DATE -- | | |
|-----------------------------|-------------------------|---------|--------------|-----------------------------|-----------|--------------|
| | 2009 | 2008 | DSR % CHG | 2009 | 2008 | DSR % CHG |
| YARIS | 3,557 | 4,545 | -14.9 | 58,726 | 97,911 | -39.6 |
| COROLLA | 21,899 | 21,807 | 9.2 | 262,654 | 328,878 | -19.6 |
| CAMRY | 27,385 | 25,224 | 18.0 | 321,878 | 411,342 | -21.2 |
| VENZA | 4,140 | 0 | N/A | 48,591 | 0 | N/A |
| AVALON | 1,944 | 2,502 | -15.5 | 24,361 | 40,354 | -39.2 |
| PRIUS | 9,617 | 8,660 | 20.7 | 127,907 | 151,025 | -14.7 |
| SCION xA | 0 | 0 | N/A | 3 | 39 | -92.3 |
| SCION xB | 1,392 | 2,161 | -30.0 | 23,705 | 43,426 | -45.0 |
| SCION tC | 866 | 1,728 | -45.5 | 16,951 | 39,632 | -56.9 |
| SCION xD | 822 | 1,386 | -35.5 | 13,531 | 26,680 | -48.9 |
| TOTAL TOYOTA DIV. PASS. CAR | 71,622 | 68,013 | 14.5 | 898,309 | 1,139,289 | -20.6 |
| ES | 4,110 | 4,116 | 8.5 | 41,954 | 58,899 | -28.3 |
| HS | 1,407 | 0 | N/A | 4,719 | 0 | N/A |
| LS | 1,057 | 1,272 | -9.7 | 9,249 | 18,804 | -50.5 |
| SC | 34 | 83 | -55.5 | 670 | 1,870 | -63.9 |
| GS | 596 | 721 | -10.1 | 6,367 | 14,559 | -56.0 |
| IS | 2,851 | 2,749 | 12.7 | 33,924 | 45,893 | -25.6 |
| TOTAL LEXUS PASS. CAR | 10,055 | 8,941 | 22.2 | 96,883 | 140,025 | -30.3 |
| TOTAL TOYOTA PASS. CAR | 81,677 | 76,954 | 15.4 | 995,192 | 1,279,314 | -21.7 |
| SIENNA | 7,488 | 6,153 | 32.3 | 75,509 | 109,043 | -30.3 |
| RAV4 | 11,512 | 9,260 | 35.1 | 132,346 | 128,225 | 4.0 |
| FJ CRUISER | 1,108 | 2,147 | -43.9 | 10,338 | 25,500 | -59.2 |
| 4RUNNER | 1,689 | 3,310 | -44.5 | 15,161 | 44,171 | -65.4 |
| HIGHLANDER | 6,213 | 7,887 | -14.4 | 73,676 | 96,870 | -23.4 |
| LAND CRUISER | 159 | 186 | -7.1 | 2,071 | 3,574 | -41.6 |
| SEQUOIA | 1,397 | 1,873 | -18.9 | 14,627 | 28,294 | -47.9 |
| TOTAL SUV | 22,078 | 24,663 | -2.7 | 248,219 | 326,634 | -23.5 |
| 4X2 TACOMA | 3,531 | 4,511 | -14.9 | 50,414 | 75,486 | -32.7 |
| 4X4 TACOMA | 4,102 | 4,137 | 7.8 | 51,913 | 60,478 | -13.5 |
| TOTAL TACOMA | 7,633 | 8,648 | -4.1 | 102,327 | 135,964 | -24.2 |
| TUNDRA | 6,379 | 6,607 | 4.9 | 70,515 | 128,058 | -44.5 |
| TOTAL PICKUP | 14,012 | 15,255 | -0.2 | 172,842 | 264,022 | -34.1 |
| TOTAL TOYOTA DIV. LT TRUCK | 43,578 | 46,071 | 2.8 | 496,570 | 699,699 | -28.5 |
| LX | 313 | 424 | -19.8 | 3,230 | 7,407 | -56.1 |
| GX | 209 | 1,008 | -77.5 | 5,733 | 15,044 | -61.6 |
| RX | 7,923 | 5,850 | 47.2 | 81,564 | 74,249 | 10.6 |
| TOTAL LEXUS LIGHT TRUCK | 8,445 | 7,282 | 26.1 | 90,527 | 96,700 | -5.7 |
| TOTAL TOYOTA LIGHT TRUCK | 52,023 | 53,353 | 6.0 | 587,097 | 796,399 | -25.8 |
| TOTAL TOYOTA DIV. | 115,200 | 114,084 | 9.8 | 1,394,879 | 1,838,988 | -23.6 |
| TOTAL LEXUS | 18,500 | 16,223 | 24.0 | 187,410 | 236,725 | -20.3 |
| TOTAL TOYOTA | 133,700 | 130,307 | 11.5 | 1,582,289 | 2,075,713 | -23.2 |
| MEMO: | | | | | | |
| DOM. COROLLA | 21,756 | 16,365 | 44.5 | 231,793 | 235,685 | -0.9 |
| DOM. CAMRY | 27,201 | 24,781 | 19.3 | 312,270 | 404,051 | -22.2 |
| DOM. RAV4 | 4,500 | 37 | 13119.7 | 40,614 | 37 | 110451.6 |
| DOM. HIGHLANDER | 3,919 | 0 | N/A | 4,942 | 0 | N/A |
| DOM. PICKUP | 14,012 | 15,255 | -0.2 | 172,842 | 264,020 | -34.1 |
| DOM. RX | 5,521 | 5,000 | 20.0 | 54,419 | 55,389 | -1.0 |
| SELLING DAYS | 23 | 25 | | 280 | 282 | |

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|--|-------------------------|--------|--------------|-----------------------------|-----------|--------------|
| | 2009 | 2008 | DSR % CHG | 2009 | 2008 | DSR % CHG |
| TOYOTA DIV. IMPORT CAR | 16,581 | 24,365 | -26.0 | 281,294 | 459,199 | -38.3 |
| LEXUS IMPORT CAR | 10,055 | 8,941 | 22.2 | 96,883 | 140,025 | -30.3 |
| TOYOTA DIV NA BUILT CARS | 55,041 | 43,648 | 37.1 | 617,015 | 680,090 | -8.6 |
| TOTAL TOYOTA CARS | 81,677 | 76,954 | 15.4 | 995,192 | 1,279,314 | -21.7 |
| TOYOTA DIV. IMPORT LT TRUCK | 13,315 | 22,753 | -36.4 | 189,089 | 298,303 | -36.2 |
| LEXUS IMPORT LT TRUCK | 2,924 | 2,282 | 39.3 | 36,108 | 41,311 | -12.0 |
| TOYOTA DIV NA BUILT LT TRUCK | 30,263 | 23,318 | 41.1 | 307,481 | 401,396 | -22.8 |
| LEXUS NA BUILT LT TRUCK | 5,521 | 5,000 | 20.0 | 54,419 | 55,389 | -1.0 |
| TOTAL TOYOTA LT TRUCK | 52,023 | 53,353 | 6.0 | 587,097 | 796,399 | -25.8 |
| SPORT UTILITY VEHICLES | 29,415 | 29,798 | 7.3 | 328,408 | 397,834 | -16.9 |
| Memo: Lexus Sport Utility | 8,445 | 7,282 | 26.1 | 90,527 | 96,700 | -5.7 |
| SMALL VANS | 7,488 | 6,153 | 32.3 | 75,509 | 109,043 | -30.3 |
| PICKUPS | 14,012 | 15,255 | -0.2 | 172,842 | 264,022 | -34.1 |
| * NORTH AMERICAN BUILT VEHICLES | | | | | | |
| COROLLA | 21,756 | 16,365 | 44.5 | 231,793 | 235,685 | -0.9 |
| CAMRY | 27,201 | 24,781 | 19.3 | 312,270 | 404,051 | -22.2 |
| VENZA | 4,140 | 0 | N/A | 48,591 | 0 | N/A |
| AVALON | 1,944 | 2,502 | -15.5 | 24,361 | 40,354 | -39.2 |
| SIENNA | 7,488 | 6,153 | 32.3 | 75,509 | 109,043 | -30.3 |
| RAV4 | 4,500 | 37 | 13119.7 | 40,614 | 37 | 110451.6 |
| HIGHLANDER | 2,866 | 0 | N/A | 3,889 | 0 | N/A |
| PICKUP | 14,012 | 15,255 | -0.2 | 172,842 | 264,020 | -34.1 |
| SEQUOIA | 1,397 | 1,873 | -18.9 | 14,627 | 28,294 | -47.9 |
| RX | 5,521 | 5,000 | 20.0 | 54,419 | 55,389 | -1.0 |
| TOTAL | 90,825 | 71,966 | 37.2 | 978,915 | 1,136,873 | -13.3 |
| N.A. VEHICLES % OF TOTAL | 67.9% | 55.2% | | 61.9% | 54.8% | |
| SELLING DAYS | 23 | 25 | | 280 | 282 | |
| DSR = DAILY SELLING RATE | | | | | | |