

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

	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
YARIS	4,384	4,871	-13.2	55,169	93,366	-40.9
COROLLA	25,717	27,386	-9.4	240,755	307,071	-21.6
CAMRY	30,136	30,556	-4.9	294,493	386,118	-23.7
VENZA	5,035	0	N/A	44,451	0	N/A
AVALON	2,539	3,543	-30.9	22,417	37,852	-40.8
PRIUS	13,496	11,804	10.3	118,290	142,365	-16.9
SCION xA	0	0	N/A	3	39	-92.3
SCION xB	1,782	2,594	-33.8	22,313	41,265	-45.9
SCION tC	1,057	2,224	-54.2	16,085	37,904	-57.6
SCION xD	1,023	1,925	-48.8	12,709	25,294	-49.8
TOTAL TOYOTA DIV. PASS. CAR	85,169	84,904	-3.3	826,687	1,071,276	-22.8
ES	4,413	4,141	2.8	37,844	54,783	-30.9
HS	1,527	0	N/A	3,312	0	N/A
LS	804	1,502	-48.4	8,192	17,532	-53.3
SC	41	98	-59.7	636	1,787	-64.4
GS	494	819	-41.8	5,771	13,838	-58.3
IS	3,162	2,772	10.0	31,073	43,144	-28.0
TOTAL LEXUS PASS. CAR	10,441	9,332	7.9	86,828	131,084	-33.8
TOTAL TOYOTA PASS. CAR	95,610	94,236	-2.2	913,515	1,202,360	-24.0
SIENNA	8,249	8,003	-0.6	68,021	102,890	-33.9
RAV4	13,971	12,227	10.2	120,834	118,965	1.6
FJ CRUISER	849	1,657	-50.6	9,230	23,353	-60.5
4RUNNER	345	3,555	-90.6	13,472	40,861	-67.0
HIGHLANDER	5,979	7,032	-18.0	67,463	88,983	-24.2
LAND CRUISER	165	185	-14.0	1,912	3,388	-43.6
SEQUOIA	1,478	1,829	-22.1	13,230	26,421	-49.9
TOTAL SUV	22,787	26,485	-17.0	226,141	301,971	-25.1
4X2 TACOMA	4,144	5,202	-23.2	46,883	70,975	-33.9
4X4 TACOMA	4,777	4,799	-4.0	47,811	56,341	-15.1
TOTAL TACOMA	8,921	10,001	-14.0	94,694	127,316	-25.6
TUNDRA	7,537	6,425	13.1	64,136	121,451	-47.2
TOTAL PICKUP	16,458	16,426	-3.4	158,830	248,767	-36.2
TOTAL TOYOTA DIV. LT TRUCK	47,494	50,914	-10.0	452,992	653,628	-30.7
LX	404	567	-31.3	2,917	6,983	-58.2
GX	341	1,204	-72.7	5,524	14,036	-60.6
RX	8,316	5,180	54.8	73,641	68,399	7.7
TOTAL LEXUS LIGHT TRUCK	9,061	6,951	25.7	82,082	89,418	-8.2
TOTAL TOYOTA LIGHT TRUCK	56,555	57,865	-5.8	535,074	743,046	-28.0
TOTAL TOYOTA DIV.	132,663	135,818	-5.8	1,279,679	1,724,904	-25.8
TOTAL LEXUS	19,502	16,283	15.5	168,910	220,502	-23.4
TOTAL TOYOTA	152,165	152,101	-3.5	1,448,589	1,945,406	-25.5
MEMO:						
DOM. COROLLA	25,615	20,530	20.3	210,022	219,320	-4.2
DOM. CAMRY	29,830	30,270	-5.0	285,069	379,270	-24.8
DOM. RAV4	4,959	0	N/A	36,114	0	N/A
DOM. HIGHLANDER	1,023	0	N/A	1,023	0	N/A
DOM. PICKUP	16,458	16,426	-3.4	158,830	248,765	-36.2
DOM. RX	5,286	4,356	17.0	48,898	50,389	-3.0
SELLING DAYS	28	27		257	257	

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	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
TOYOTA DIV. IMPORT CAR	22,150	30,561	-30.1	264,728	434,834	-39.1
LEXUS IMPORT CAR	10,441	9,332	7.9	86,828	131,084	-33.8
TOYOTA DIV NA BUILT CARS	63,019	54,343	11.8	561,959	636,442	-11.7
TOTAL TOYOTA CARS	95,610	94,236	-2.2	913,515	1,202,360	-24.0
TOYOTA DIV. IMPORT LT TRUCK	15,327	24,656	-36.1	175,774	275,550	-35.8
LEXUS IMPORT LT TRUCK	3,775	2,595	40.3	33,184	39,029	-15.0
TOYOTA DIV NA BUILT LT TRUCK	32,167	26,258	14.4	277,218	378,078	-26.9
LEXUS NA BUILT LT TRUCK	5,286	4,356	17.0	48,898	50,389	-3.0
TOTAL TOYOTA LT TRUCK	56,555	57,865	-5.8	535,074	743,046	-28.0
SPORT UTILITY VEHICLES	30,999	31,779	-5.9	298,993	368,036	-18.8
Memo: Lexus Sport Utility	9,061	6,951	25.7	82,082	89,418	-8.2
SMALL VANS	8,249	8,003	-0.6	68,021	102,890	-33.9
PICKUPS	16,458	16,426	-3.4	158,830	248,767	-36.2
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	25,615	20,530	20.3	210,022	219,320	-4.2
CAMRY	29,830	30,270	-5.0	285,069	379,270	-24.8
VENZA	5,035	0	N/A	44,451	0	N/A
AVALON	2,539	3,543	-30.9	22,417	37,852	-40.8
SIENNA	8,249	8,003	-0.6	68,021	102,890	-33.9
RAV4	4,959	0	N/A	36,114	0	N/A
HIGHLANDER	1,023	0	N/A	1,023	0	N/A
PICKUP	16,458	16,426	-3.4	158,830	248,765	-36.2
SEQUOIA	1,478	1,829	-22.1	13,230	26,421	-49.9
RX	5,286	4,356	17.0	48,898	50,389	-3.0
TOTAL	100,472	84,957	14.0	888,075	1,064,907	-16.6
N.A. VEHICLES % OF TOTAL	66.0%	55.9%		61.3%	54.7%	
SELLING DAYS	28	27		257	257	
DSR = DAILY SELLING RATE						