

TOYOTA U.S. SALES SUMMARY
April, 2014

	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2014	2013	DSR % CHG	VOL % CHG	2014	2013	DSR % CHG	VOL % CHG
TOTAL TOYOTA	199,660	176,160	9.0	13.3	720,657	705,604	2.1	2.1
TOTAL TOYOTA DIV.	176,495	158,069	7.4	11.7	632,407	630,773	0.3	0.3
TOTAL LEXUS	23,165	18,091	23.1	28.0	88,250	74,831	17.9	17.9
YARIS	1,450	2,066	-32.5	-29.8	5,594	9,401	-40.5	-40.5
COROLLA	29,061	24,273	15.1	19.7	106,798	104,517	2.2	2.2
PRIUS	18,011	19,889	-12.9	-9.4	61,659	75,613	-18.5	-18.5
CAMRY	38,009	31,710	15.3	19.9	132,292	132,540	-0.2	-0.2
AVALON	5,807	6,321	-11.7	-8.1	19,102	23,846	-19.9	-19.9
SCION FR-S	1,445	1,629	-14.7	-11.3	4,870	6,269	-22.3	-22.3
SCION iQ	196	384	-50.9	-49.0	787	1,393	-43.5	-43.5
SCION xD	731	705	-0.3	3.7	2,785	2,737	1.8	1.8
SCION xB	1,411	1,578	-14.0	-10.6	5,468	6,135	-10.9	-10.9
SCION tC	1,603	1,401	10.0	14.4	5,933	5,540	7.1	7.1
<i>TOTAL SCION</i>	<i>5,386</i>	<i>5,697</i>	<i>-9.1</i>	<i>-5.5</i>	<i>19,843</i>	<i>22,074</i>	<i>-10.1</i>	<i>-10.1</i>
TOTAL TOYOTA DIV. CAR	97,724	89,956	4.5	8.6	345,288	367,991	-6.2	-6.2
CT	1,054	1,171	-13.5	-10.0	5,054	4,416	14.4	14.4
HS	0	0	N/A	N/A	0	2	-100.0	-100.0
IS	3,780	1,797	102.3	110.4	15,238	6,970	118.6	118.6
ES	6,036	5,122	13.3	17.8	21,139	21,923	-3.6	-3.6
GS	1,500	1,236	16.7	21.4	6,858	5,325	28.8	28.8
LS	712	700	-2.2	1.7	2,679	3,560	-24.7	-24.7
LFA	5	6	-19.9	-16.7	9	15	-40.0	-40.0
TOTAL LEXUS CAR	13,087	10,032	25.4	30.5	50,977	42,211	20.8	20.8
TOTAL TOYOTA CAR	110,811	99,988	6.6	10.8	396,265	410,202	-3.4	-3.4
RAV4	18,834	18,541	-2.3	1.6	71,898	59,954	19.9	19.9
FJ CRUISER	1,593	262	484.6	508.0	5,505	3,613	52.4	52.4
VENZA	3,053	3,297	-11.0	-7.4	10,608	14,378	-26.2	-26.2
HIGHLANDER	12,507	9,793	22.8	27.7	48,254	39,321	22.7	22.7
4RUNNER	6,300	3,846	57.5	63.8	21,982	16,919	29.9	29.9
SIENNA	11,134	9,948	7.6	11.9	37,221	39,000	-4.6	-4.6
SEQUOIA	991	962	-0.9	3.0	3,889	4,346	-10.5	-10.5
LAND CRUISER	271	217	20.1	24.9	1,043	957	9.0	9.0
<i>TOTAL TOYOTA DIV. SUV</i>	<i>43,549</i>	<i>36,918</i>	<i>13.4</i>	<i>18.0</i>	<i>163,179</i>	<i>139,488</i>	<i>17.0</i>	<i>17.0</i>
TACOMA	13,871	12,971	2.8	6.9	49,100	52,438	-6.4	-6.4
TUNDRA	10,217	8,276	18.7	23.5	37,619	31,856	18.1	18.1
<i>TOTAL TOYOTA DIV. PICKUP</i>	<i>24,088</i>	<i>21,247</i>	<i>9.0</i>	<i>13.4</i>	<i>86,719</i>	<i>84,294</i>	<i>2.9</i>	<i>2.9</i>
TOTAL TOYOTA DIV. TRUCK	78,771	68,113	11.2	15.6	287,119	262,782	9.3	9.3
RX	8,130	7,053	10.8	15.3	29,362	28,457	3.2	3.2
GX	1,639	655	140.6	150.2	6,546	2,786	135.0	135.0
LX	309	351	-15.4	-12.0	1,365	1,377	-0.9	-0.9
TOTAL LEXUS TRUCK	10,078	8,059	20.2	25.1	37,273	32,620	14.3	14.3
TOTAL TOYOTA TRUCK	88,849	76,172	12.2	16.6	324,392	295,402	9.8	9.8
SELLING DAYS	26	25			101	101		

DSR = DAILY SELLING RATE

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	2014	2013	DSR % CHG	VOL % CHG	2014	2013	DSR % CHG	VOL % CHG
* NORTH AMERICAN BUILT VEHICLES								
COROLLA	29,058	24,236	15.3	19.9	106,738	104,324	2.3	2.3
CAMRY	37,992	31,701	15.2	19.8	132,250	132,488	-0.2	-0.2
AVALON	5,807	6,321	-11.7	-8.1	19,102	23,846	-19.9	-19.9
RAV4	13,385	13,471	-4.5	-0.6	53,020	40,361	31.4	31.4
VENZA	3,053	3,297	-11.0	-7.4	10,608	14,378	-26.2	-26.2
HIGHLANDER	12,045	9,262	25.0	30.0	47,113	37,318	26.2	26.2
SIENNA	11,134	9,948	7.6	11.9	37,221	39,000	-4.6	-4.6
SEQUOIA	991	962	-0.9	3.0	3,889	4,346	-10.5	-10.5
TACOMA	13,871	12,971	2.8	6.9	49,100	52,438	-6.4	-6.4
TUNDRA	10,217	8,276	18.7	23.5	37,619	31,856	18.1	18.1
RX	7,018	6,225	8.4	12.7	21,799	24,296	-10.3	-10.3
TOTAL	144,571	126,670	9.7	14.1	518,459	504,651	2.7	2.7
N.A. VEHICLES % OF TOTAL	72.4%	71.9%			71.9%	71.5%		
TOYOTA DIV. IMPORT CAR	24,867	27,698	-13.7	-10.2	87,198	107,333	-18.8	-18.8
LEXUS IMPORT CAR	13,087	10,032	25.4	30.5	50,977	42,211	20.8	20.8
TOYOTA DIV NA BUILT CARS	72,857	62,258	12.5	17.0	258,090	260,658	-1.0	-1.0
TOTAL TOYOTA CARS	110,811	99,988	6.6	10.8	396,265	410,202	-3.4	-3.4
TOYOTA DIV. IMPORT TRUCK	14,075	9,926	36.3	41.8	48,549	43,085	12.7	12.7
LEXUS IMPORT TRUCK	3,060	1,834	60.4	66.8	15,474	8,324	85.9	85.9
TOYOTA DIV NA BUILT TRUCK	64,696	58,187	6.9	11.2	238,570	219,697	8.6	8.6
LEXUS NA BUILT TRUCK	7,018	6,225	8.4	12.7	21,799	24,296	-10.3	-10.3
TOTAL TOYOTA TRUCK	88,849	76,172	12.2	16.6	324,392	295,402	9.8	9.8
SELLING DAYS	26	25			101	101		

DSR = DAILY SELLING RATE

	--CURRENT MONTH--			--CALENDAR YEAR TO DATE--		
Memo:	2014	2013	DSR %	2014	2013	DSR %
Toyota Prius Sedan	10,298	12,432	-20.4%	35,816	47,413	-24.5%
Toyota Prius V (only)	2,403	3,372	-31.5	8,404	11,897	-29.4%
Toyota Prius C (only)	3,569	3,486	-1.6%	12,402	13,351	-7.1%
Toyota Prius Phv (only)	1,741	599	179.5%	5,037	2,952	70.60%