

**TOYOTA U.S. SALES SUMMARY**  
**March, 2014**

	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2014	2013	DSR % CHG	VOL % CHG	2014	2013	DSR % CHG	VOL % CHG
<b>TOTAL TOYOTA</b>	<b>215,348</b>	<b>205,342</b>	<b>8.9</b>	<b>4.9</b>	<b>520,997</b>	<b>529,444</b>	<b>-0.3</b>	<b>-1.6</b>
TOTAL TOYOTA DIV.	186,755	182,152	6.5	2.5	455,912	472,704	-2.3	-3.6
TOTAL LEXUS	28,593	23,190	28.0	23.3	65,085	56,740	16.2	14.7
YARIS	1,805	2,393	-21.7	-24.6	4,144	7,335	-42.8	-43.5
COROLLA	29,685	31,423	-1.9	-5.5	77,737	80,244	-1.8	-3.1
PRIUS	18,582	22,140	-12.8	-16.1	43,648	55,724	-20.6	-21.7
CAMRY	41,953	37,663	15.7	11.4	94,283	100,830	-5.2	-6.5
AVALON	5,946	6,982	-11.6	-14.8	13,295	17,525	-23.1	-24.1
SCION FR-S	1,464	1,828	-16.8	-19.9	3,425	4,640	-25.2	-26.2
SCION iQ	259	383	-29.8	-32.4	591	1,009	-40.6	-41.4
SCION xD	800	812	2.3	-1.5	2,054	2,032	2.4	1.1
SCION xB	1,534	1,778	-10.4	-13.7	4,057	4,557	-9.8	-11.0
SCION tC	1,860	1,631	18.4	14.0	4,330	4,139	6.0	4.6
<i>TOTAL SCION</i>	<i>5,917</i>	<i>6,432</i>	<i>-4.5</i>	<i>-8.0</i>	<i>14,457</i>	<i>16,377</i>	<i>-10.5</i>	<i>-11.7</i>
<b>TOTAL TOYOTA DIV. CAR</b>	<b>103,888</b>	<b>107,033</b>	<b>0.8</b>	<b>-2.9</b>	<b>247,564</b>	<b>278,035</b>	<b>-9.8</b>	<b>-11.0</b>
CT	1,480	1,062	44.7	39.4	4,000	3,245	24.9	23.3
HS	0	1	-100.0	-100.0	0	2	-100.0	-100.0
IS	4,893	2,255	125.3	117.0	11,458	5,173	124.4	121.5
ES	6,784	6,798	3.6	-0.2	15,103	16,801	-8.9	-10.1
GS	2,484	1,882	37.1	32.0	5,358	4,089	32.8	31.0
LS	744	980	-21.2	-24.1	1,967	2,860	-30.3	-31.2
LFA	2	4	-48.1	-50.0	4	9	-55.0	-55.6
<b>TOTAL LEXUS CAR</b>	<b>16,387</b>	<b>12,982</b>	<b>31.1</b>	<b>26.2</b>	<b>37,890</b>	<b>32,179</b>	<b>19.3</b>	<b>17.7</b>
<b>TOTAL TOYOTA CAR</b>	<b>120,275</b>	<b>120,015</b>	<b>4.1</b>	<b>0.2</b>	<b>285,454</b>	<b>310,214</b>	<b>-6.8</b>	<b>-8.0</b>
RAV4	19,733	16,474	24.4	19.8	53,064	41,413	29.8	28.1
FJ CRUISER	1,484	764	101.7	94.2	3,912	3,351	18.3	16.7
VENZA	3,090	3,965	-19.1	-22.1	7,555	11,081	-30.9	-31.8
HIGHLANDER	13,019	11,387	18.7	14.3	35,747	29,528	22.7	21.1
4RUNNER	7,062	4,609	59.1	53.2	15,682	13,073	21.6	20.0
SIENNA	11,027	12,062	-5.1	-8.6	26,087	29,052	-9.0	-10.2
SEQUOIA	1,131	1,140	3.0	-0.8	2,898	3,384	-13.2	-14.4
LAND CRUISER	287	247	20.7	16.2	772	740	5.7	4.3
<i>TOTAL TOYOTA DIV. SUV</i>	<i>45,806</i>	<i>38,586</i>	<i>23.3</i>	<i>18.7</i>	<i>119,630</i>	<i>102,570</i>	<i>18.2</i>	<i>16.6</i>
TACOMA	14,445	15,201	-1.3	-5.0	35,229	39,467	-9.5	-10.7
TUNDRA	11,589	9,270	29.8	25.0	27,402	23,580	17.8	16.2
<i>TOTAL TOYOTA DIV. PICKUP</i>	<i>26,034</i>	<i>24,471</i>	<i>10.5</i>	<i>6.4</i>	<i>62,631</i>	<i>63,047</i>	<i>0.7</i>	<i>-0.7</i>
<b>TOTAL TOYOTA DIV. TRUCK</b>	<b>82,867</b>	<b>75,119</b>	<b>14.6</b>	<b>10.3</b>	<b>208,348</b>	<b>194,669</b>	<b>8.5</b>	<b>7.0</b>
RX	9,943	9,072	13.8	9.6	21,232	21,404	0.5	-0.8
GX	1,874	770	152.7	143.4	4,907	2,131	133.3	130.3
LX	389	366	10.4	6.3	1,056	1,026	4.3	2.9
<b>TOTAL LEXUS TRUCK</b>	<b>12,206</b>	<b>10,208</b>	<b>24.2</b>	<b>19.6</b>	<b>27,195</b>	<b>24,561</b>	<b>12.2</b>	<b>10.7</b>
<b>TOTAL TOYOTA TRUCK</b>	<b>95,073</b>	<b>85,327</b>	<b>15.7</b>	<b>11.4</b>	<b>235,543</b>	<b>219,230</b>	<b>8.9</b>	<b>7.4</b>
SELLING DAYS	26	27			75	76		

DSR = DAILY SELLING RATE

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	2014	2013	DSR % CHG	VOL % CHG	2014	2013	DSR % CHG	VOL % CHG
<b>* NORTH AMERICAN BUILT VEHICLES</b>								
COROLLA	29,672	31,380	-1.8	-5.4	77,680	80,088	-1.7	-3.0
CAMRY	41,942	37,648	15.7	11.4	94,258	100,787	-5.2	-6.5
AVALON	5,946	6,982	-11.6	-14.8	13,295	17,525	-23.1	-24.1
RAV4	14,136	10,480	40.1	34.9	39,635	26,890	49.4	47.4
VENZA	3,090	3,965	-19.1	-22.1	7,555	11,081	-30.9	-31.8
HIGHLANDER	12,655	10,865	21.0	16.5	35,068	28,056	26.7	25.0
SIENNA	11,027	12,062	-5.1	-8.6	26,087	29,052	-9.0	-10.2
SEQUOIA	1,131	1,140	3.0	-0.8	2,898	3,384	-13.2	-14.4
TACOMA	14,445	15,201	-1.3	-5.0	35,229	39,467	-9.5	-10.7
TUNDRA	11,589	9,270	29.8	25.0	27,402	23,580	17.8	16.2
RX	7,684	7,909	0.9	-2.8	14,781	18,071	-17.1	-18.2
<b>TOTAL</b>	<b>153,317</b>	<b>146,902</b>	<b>8.4</b>	<b>4.4</b>	<b>373,888</b>	<b>377,981</b>	<b>0.2</b>	<b>-1.1</b>
<b>N.A. VEHICLES % OF TOTAL</b>	<b>71.2%</b>	<b>71.5%</b>			<b>71.8%</b>	<b>71.4%</b>		
TOYOTA DIV. IMPORT CAR	26,328	31,023	-11.9	-15.1	62,331	79,635	-20.7	-21.7
LEXUS IMPORT CAR	16,387	12,982	31.1	26.2	37,890	32,179	19.3	17.7
TOYOTA DIV NA BUILT CARS	77,560	76,010	6.0	2.0	185,233	198,400	-5.4	-6.6
<b>TOTAL TOYOTA CARS</b>	<b>120,275</b>	<b>120,015</b>	<b>4.1</b>	<b>0.2</b>	<b>285,454</b>	<b>310,214</b>	<b>-6.8</b>	<b>-8.0</b>
TOYOTA DIV. IMPORT TRUCK	14,794	12,136	26.6	21.9	34,474	33,159	5.4	4.0
LEXUS IMPORT TRUCK	4,522	2,299	104.3	96.7	12,414	6,490	93.8	91.3
TOYOTA DIV NA BUILT TRUCK	68,073	62,983	12.2	8.1	173,874	161,510	9.1	7.7
LEXUS NA BUILT TRUCK	7,684	7,909	0.9	-2.8	14,781	18,071	-17.1	-18.2
<b>TOTAL TOYOTA TRUCK</b>	<b>95,073</b>	<b>85,327</b>	<b>15.7</b>	<b>11.4</b>	<b>235,543</b>	<b>219,230</b>	<b>8.9</b>	<b>7.4</b>
SELLING DAYS	26	27			75	76		

DSR = DAILY SELLING RATE

Memo:	--CURRENT MONTH--			--CALENDAR YEAR TO DATE--		
	2014	2013	DSR %	2014	2013	DSR %
Toyota Prius Sedan	10,917	13,868	-18.3%	25,518	34,981	-26.1%
Toyota Prius V (only)	2,528	3,460	-24.1%	6,001	8,525	-28.7%
Toyota Prius C (only)	3,685	4,026	-4.9%	8,833	9,865	-9.3%
Toyota Prius Phv (only)	1,452	786	91.8%	3,296	2,353	41.9%